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# The American Perfumer and Essential Oil Review

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NEW YORK

JULY  
NINETEEN  
THIRTY-THREE



See also page 9

AMERICAN CAN COMPANY



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NEW YORK

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# The American Perfumer

and Essential Oil Review

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## Recovery Codes Near Completion

*Toilet Preparations Manufacturers' Drafts Ready for  
Submission; Flavor Makers and Other  
Branches Hasten Work*

**S**PEEDING up of the completion and filing of codes under the National Industrial Act has been the rule during the last month and in this effort, the manufacturers of toilet preparations and allied industries have taken a prominent part. It had been the original intention of certain branches of the industry to await the completion of a code by the recently organized Drug Institute before filing their own codes. This, it was believed, would lead to a far stronger position under the Act than could be secured through separate codes filed by the various branches of the industry.

However, in a statement issued July 6, the Drug Institute, through the chairman of the executive committee, Dr. William E. Weiss, went counter to the desires of the Administration by announcing that it would approve and file no codes until the matter of overhead costs in drug stores and retail prices, which would cover all elements of retail sales costs, had been worked out. This, it was felt, would indefinitely delay the submission of codes through the Institute and the result was that the several branches of the industry redoubled their efforts to complete and file their own codes with requests for hearings.

Since that date the appropriateness of this independent action has been further emphasized by the Administration which urged that codes covering at least wages and hours be perfected as rapidly as possible and finally threatened that if such codes were not forthcoming promptly, the Administration might issue a blanket order on wages and hours which would cover all industries until such a time as each should submit its own code for approval.

This action on the part of the Administration brought a rush of activity on the part of the major industries,

and no less than five of the leading or "big ten" industries filed codes within a few days of the Administration's statement. Hearings on these and on a number of codes for minor industries are being scheduled as rapidly as is possible, and it is anticipated that within the sixty-day period, stressed originally by Gen. Johnson, many of the basic industries of the country will be working under the provisions of the Act.



GEN. HUGH S. JOHNSON

### Toilet Goods Codes

Of prime importance to manufacturers of toilet preparations is the fact that the A. M. T. A. has completed the draft of its code which has been discussed with representatives of the retailers and others interested and was approved for filing at a meeting of the executive board in New York on July 17.

The code covers the matter of hours and wages in a way which, judging from the completed cotton textile code, will be more than satisfactory to the Administration. It also covers conditions of labor, fair

practices regarding advertising and provides against efforts at substitution on the part of the manufacturers' sales representatives operating in retail stores. Provisions against price discrimination and permitting the employment of demonstrators and the hiring of window display space and co-operative advertising are also included.

The Perfumery & Cosmetic Institute has also completed its code covering hours and wages and paying particular attention to the matter of the maintenance of resale prices with "teeth" which would permit the manufacturer to find out definitely whether agreements regarding resale prices were being violated. The two codes are similar in many respects and differences between them are not of such a character that they cannot be readily reconciled.

Manufacturers of flavoring extracts under the Flavoring Extract Manufacturers Association have appointed a strong committee to study the industry and draft a code, and work is being carried on as rapidly as possible. More detailed information regarding it is published in an article on page 230 of this issue.

The Association of Soap and Glycerine Producers has worked closely with the Administration at all times since the passage of the National Industrial Recovery Act and it is understood that its code will be ready for filing within a very short time.

### Containers and Supplies

The Collapsible Tube Manufacturers Association has worked out a code which it expects to file in the near future. The chief provisions of this code are outlined on page 233 of this issue.

Manufacturers of powder puffs as represented by the recently organized Powder Puff Manufacturers Association are at work on a code which is expected to be completed in the near future. The code will contain provisions regarding hours of labor and wages and, it is understood, important provisions regarding working conditions and prices.

Paper box manufacturers have conferred with the administration and have completed a survey of their industry. A code for this important branch has been completed which covers wages and hours as well as several other important matters of trade practices. Manufacturers of metal goods are engaged in drafting a code. Meanwhile, important New England producers of metal wares have increased wages quite sharply and revised hours of work so that the industry's practices will be in line with the ideas of the Administration before the filing and adoption of its code of practices.

Work on the code for the manufacturers of glass containers is progressing, but no definite time for filing this code has been set as yet.

### Raw Materials

The committee of the essential oil industry has had several meetings and it is understood that a tentative draft of a code of trade practices, wages and hours has been completed which will be whipped into shape for filing as rapidly as data can be assembled and the work completed.

Progress is also reported by manufacturers of synthetic organic chemicals and makers of labels although definite information regarding the codes of these two branches is as yet lacking.

A number of organizations in the manufacturing drug field as well as wholesalers of several types and a number of groups of retailers have produced codes which are to be filed independently of Drug Institute in the near future.

### Beauty Shop Owners

Seven hundred proprietors of beauty shops and hair dressers have adopted a code of trade ethics calling for a minimum wage of \$12 for a 48-hour week. The wage code also provides for a 25 per cent commission to operators on gross proceeds over \$30 a week. A price scale adopted unanimously provides the following minimum charges for services: Permanent wave \$5, hair

dye \$5, facial \$1, and haircut, finger wave, shampoo, manicure, each 50 cents.

The section of the code dealing with business ethics provides that "misleading advertising, mislabeling, misbranding and false representation shall be deemed unfair competition" and that "soliciting or employing a competitor's employees also shall be considered unfair competition." Mrs. Elsie D. Loeslin of St. Paul, president of the Twin City Hairdressers Association, was chairman.

### Spice Grinders Draft

The American Spice Trade Association held a special meeting in New York June 29 to act upon the report of the committee on Legislation and Trade Practice which was appointed to draw up for the industry a code establishing maximum hours of labor, minimum wages and minimum prices in accordance with the Industrial Recovery Act. Benjamin A. Javits, lawyer and authority on the Act, addressed the meeting.

The Spice Grinders' Section of the association, meeting on the same day, adopted a code of fair competition. The code provides for the following: advance of wages of employees 33 1/3 per cent; a maximum 40-hour week; minimum wage for female employees of 30 cents an hour; minimum wage for male apprentices of 30 cents an hour, for male unskilled labor, 40 cents, for male semi-skilled, 50 cents, and for male skilled labor, 60 cents. The code forbids the selling of merchandise at less than cost, and states that contracts are to contain no clause guaranteeing buyers against price declines. Donations in any form to buyers or purchasing agents are outlawed.

The by-laws of the Section were amended to permit the appointment of a managing director who will direct the trade under the code. The code will be distributed among the trade, and when 80 per cent have signed it will be forwarded to the Administration.

### Independents Form Wholesale Drug Group

The Independent Wholesale Druggists of America, Inc., New York City, has been granted a state charter as a membership corporation without capital stock. Max J. Wolfson, New York; Gus Glatzer, Manhattan Beach; M. L. Wolper, Bronx; and Harry Gerr and Frances Schein, Brooklyn, are the incorporators. Martin A. Jacobs, 22 East Fortieth street, New York, is attorney for the association.

The purpose of the new organization is "to afford a means of communication between individuals engaged in one or more branches of the drug industry and other allied industries or industries affiliated therewith and to generally promote and protect the welfare of its members."

Thus the industry is co-operating with General Johnson and NIRA as closely as is possible under such widely varying conditions among its branches. It is believed in many directions that Drug Institute has lost its opportunity for work on the codes and will confine its efforts largely to policing the industry and to co-operative efforts outside the scope of the Industrial Recovery Act. Independent moves by virtually all the groups comprising its membership are already under way and seem likely to have progressed to completion before the difficult matters to which the Institute is at present directing its attention can possibly be worked into satisfactory shape.



# Proposed Codes for Cosmetic Industry

*Completed Drafts of A. M. T. A. and Perfumery and Cosmetic  
Institute Rules Show No Differences  
Of Great Moment*

**B**ELOW are printed the drafts of codes prepared and submitted to the membership of the Associated Manufacturers of Toilet Articles and the Perfumery and Cosmetic Institute respectively. A study of these two codes will reveal that they are quite similar in content and wholly alike in purpose. Inasmuch as the vexing question of identification of all demonstrators has not been included in the code of the A.M.T.A., it is believed that the differences can be reconciled readily and that a single code for the entire industry will result. It will be recalled that the break in the ranks of the A.M.T.A. was brought about almost wholly by the question of hidden demonstrators on which the policies of the two groups radically differed. Co-operation of the groups on their codes, it is believed, may well reunite the industry in a single trade organization under the National Industrial Recovery Act.

## A. M. T. A. Code

### ARTICLE I

This code is set up pursuant to the Industrial Recovery Act dated June 12, 1933 for the purpose of increasing employment, establishing fair and adequate wages, establishing necessary reduction of hours of labor, improving standards of labor, and sanitary standards under which such labor is performed, and eliminating unfair trade practices in the industry of manufacturing toilet articles and toilet preparations in the United States.

The standards of wages, the standards of hours, and agreements affecting the distribution of the products of this industry are intended to be adjusted from time to time as a change or improvement of conditions warrants, and such figures as are herein set forth are intended to be subject to change.

### ARTICLE II

Membership in this association, participation in this code, and in any subsequent revision thereof, shall be open to any person, firm, or corporation engaged in the manufacture of toilet preparations and toilet articles in the United States who accepts his share of the cost and obligations of such membership. No initiation or entry fees shall be charged for admittance to this association, but annual dues for each member based on the schedule hereunto attached shall be payable. Besides annual dues there may be assessments for unusual or extraordinary expenses provided such assessments are approved of by a majority of the executive board of this association.

### ARTICLE III—Labor

It is hereby agreed that the maximum hours of labor in this industry shall be forty (40) hours per week consisting of five (5) days of eight (8) hours each. Employees shall have the right to organize and bargain collectively through representatives of their own choos-

ing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in self-organization or any other concerted activities for the purpose of collective bargaining or other mutual aid or protection. No employee and no one seeking employment shall be required as a condition of employment to join any company union or to refrain from joining, organizing or assisting a labor organization of his own choosing.

### ARTICLE IV—Wages

Minimum wages for women employed in the manufacture of toilet preparations and toilet articles shall be thirty (30c) cents per hour, minimum wages for boys of the ages of sixteen to twenty-one shall be thirty-five (35c) cents per hour, and minimum wages for men shall be forty-five (45c) per hour.

### ARTICLE V—Conditions of Labor

All factories of members of this association or in which the products of members of this association are manufactured in the United States shall in their sanitary standards conform to the labor laws of the state in which such factory is situated.

In states where no sanitary code exists that the standards so far as sanitary conditions are concerned shall be substantially equal to those required under the laws of the State of New York, which shall be taken as the standard.

### ARTICLE VI—Advertising

The term advertising shall include all forms of printed or oral recommendation of one's goods under the control of the manufacturer, such as publicity of all kinds including newspaper and magazine advertising, circulars, labels, booklets, radio advertising, and statements made orally in the promotion of sales of such products by salesmen or others employed directly or indirectly by the manufacturer.

All advertising or statements made to promote the sale of toilet preparations and toilet articles, whether written or oral, must be truthful and shall not be false directly or by ambiguity or inference tend to create a misleading impression. The truth of an advertisement shall be judged by its intended effect as well as by a literal rendering thereof.

### ARTICLE VII—Sales Representatives

It is an unfair trade practice for a manufacturer in promoting sales to the public by persons who are employed or influenced to act as his agents to permit them to malign, disparage, or utter untruthful statements regarding competing merchandise. Recognizing that the majority of the retail stores of the United States are opposed to unfair substitution and maligning of competing merchandise and are endeavoring to correct such practices, it shall be the duty of manufacturers em-

ploying demonstrators or sales representatives in retail stores to exact from every such employee, as a prerequisite to employment, a written pledge that such employee will refrain from unfair substitution and maligning of competing merchandise. This pledge shall be signed in duplicate by the employee and one copy furnished to the retail store and the duplicate copy retained by the manufacturer. This pledge shall read as follows:

"I hereby agree so long as I am employed in (insert store's name) representing (here insert name of manufacturer) I will under no circumstances make disparaging or uncomplimentary remarks tending to create directly or by inference an unfavorable impression of competing merchandise or to retard its sale.

"I also pledge myself to serve the public faithfully with merchandise asked for, and under no circumstances to resort to unfair substitution of the products I represent for those which are so requested.

"I understand that the sales methods above forbidden are declared unfair trade practices under the National Industrial Recovery Act and that if found guilty of them my employment as a demonstrator or sales representative will be considered an unfair trade practice under this Act and prohibited accordingly.

Signed .....  
Demonstrator"

It shall be considered an unfair trade practice for a manufacturer to continue to employ a demonstrator or sales representative guilty of any of the unfair trade practices referred to in this pledge.

Bribes, gratuities, gifts, "p.m.'s" and all forms of special commissions paid by manufacturers directly or indirectly to influence retail employees to promote the sale of particular merchandise, shall be considered an unfair trade practice.

#### ARTICLE VIII—Distribution

The sale of merchandise at different prices to the same classes of distributors for similar quantities or any other method of price discrimination except for quantities and distance shall be considered an unfair trade practice.

The payment of the wages of a special sales representative by the manufacturer in a retail establishment shall not be considered a form of price discrimination, nor shall co-operative advertising, the expense of which is shared by manufacturer and retailer, payment for window displays, be considered a form of price discrimination.

#### ARTICLE IX—Price Stabilization

It shall be lawful for any member of this association or manufacturer licensed under this code to make agreements with his customers as to the resale prices by said customers of the products of said manufacturer, either at wholesale or at retail. It shall also be lawful for the wholesalers of the products of said manufacturer to make agreements with their customers for the resale of the products of said manufacturer at retail. Such resale

price agreements may include cost plus overhead and a reasonable profit.

#### ARTICLE X—Complaints

Any member of this association or any manufacturer licensed under this code and charged with violation thereof shall be communicated with and shall receive a copy of such charges, but the name of the person, firm, or corporation making such charges need not be transmitted to the alleged violator of this code. Any manufacturer or member so charged with violation of this code shall have ten (10) days within which to answer same, and after examination of such charges the Executive Board shall have power to pass upon same. Violation of this code shall be grounds for dismissal from this association or for cancellation of license under this code.

#### ARTICLE XI—Supervision

The operation of this code shall be under the supervision and management of the Trade Practices Committee of this Association.

#### ARTICLE XII—Effective Date

The code shall be effective twenty (20) days after its approval by the National Industrial Recovery Act Administrator and the signing thereof by the President.

#### ARTICLE XIII—Amendments

Additions and amendments may be made to this code by and with the approval of the Administration for the National Recovery Act by a majority vote of the Executive Board of this association.

### Perfumery & Cosmetic Institute Code

For the purpose of increasing employment, insuring fair and adequate wages, improving the standards of labor and eliminating unfair trade practices so that the manufacture and sale of perfumery and cosmetics as a trade or business may be rehabilitated, the Perfumery and Cosmetics Institute, Inc., respectfully submits the following code of fair competition with respect to the provisions of the National Industrial Recovery Act:

#### A. DEFINITIONS

1: "Member of the industry" includes manufacturer, wholesaler or distributor.

2: The words "manufacturer", "wholesaler" and "retailer" include persons, firms and corporations any part of whose business consists of the manufacture or sale to or by wholesalers or retailers, as the case may be, of perfumery, cosmetics and toilet articles.

3: The words "vendor" and "vendee" shall refer to the manufacturer, wholesaler, retailer, or distributor, as indicated by the context or as may be necessary for a reasonable interpretation.

4: Commercial words used in this code shall be given their usual commercial meaning or designation.

#### B. LABOR CODE

Rule 1. The members of the industry agree that employees shall have the right to organize and bargain collectively through representatives of their own choosing and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in self-organiza-

tions or any other concerted activities for the purpose of collective bargaining or other mutual aid or protection; and no employee and no one seeking employment shall be required as a condition of employment to join any company union or to refrain from joining a labor organization of his own choosing; and all employers shall comply with the maximum hours of labor, minimum rates of pay and other working conditions approved or prescribed by the President.

Rule 2. The members of the industry agree that they will observe all applicable state and federal laws governing conditions and hours of labor, minimum wages, child labor and laws governing the maintenance and operation of factories.

Rule 3. The working hours of all employees of the industry other than those ordinarily coming within the classification of executives shall not exceed forty (40) hours per week, approximating as nearly as possible five days of eight hours each. The distribution of the forty hours over a six day week is permissible, provided that on no single day of the week shall there be more than eight hours of labor.

Rule 4. The working hours for machinery in the industry shall not exceed eighty (80) hours per week.

Rule 5. The minimum wage for least skilled workers in the industry shall be thirty (30) cents per hour for women and forty-five cents (45) per hour for men. The minimum wages for wholly unskilled workers such as sweepers, messengers, etc., shall be thirty (30) cents per hour.

#### C. CODE RELATING TO PRICES

Rule 6. The members of the industry who are manufacturers agree that where a commodity or article manufactured by them bears (or the label or container of which bears) the trade mark, brand or name of the producer or owner of such commodity or article, such manufacturers shall publish and circulate to the purchasing trade their respective price lists to wholesale purchasers, which price lists shall also contain the terms of sale. The members of the industry shall have the right to incorporate in such published price lists the selling price of the commodity or article to which they desire the retailer to adhere. In such case the wholesale purchaser shall furnish the retailer with the specified retail selling price. It shall be lawful for the members of the industry to provide by contract that the vendee will not resell such article or commodity except at the price or prices stipulated in such price list or contract, or that the vendee shall require any retailer to whom he may resell such article or commodity to agree that he will not in turn resell except at the price or prices stipulated in such price list or contract: Provided, that prices stipulated in any such price list or contract shall be uniform to all vendees in like circumstances, differing only as to quantity of such commodity sold, the point of delivery, and the manner of settlement.

Rule 7. Any such agreement in a contract or stipulation or price list affecting any such article or commodity shall be deemed to contain the implied condition that such article or commodity may be resold without reference to such agreement, stipulation or price list—

(1) In closing out the owner's stock for the bona fide purpose of discontinuing dealing in such commodity; or

(2) In disposing of such commodity when damaged,

deteriorated, or soiled, with prominent notice to the public that such is the case; or

(3) By a receiver, trustee, or other officer acting under the order of any court.

Provided, in any of the foregoing cases that such article or commodity shall have first been offered to the manufacturer thereof by such vendee or the legal representative of such vendee, by written offer, at the price paid for the same by such vendee, less the amount of the reasonable reconditioning charge necessary to restore to the original condition such article or the packing thereof, in cases of deterioration or obsolescence; and that such manufacturer, after reasonable opportunity to inspect such article or commodity, shall have refused or neglected to accept such offer.

Such price lists, contracts or stipulations affecting the sale of such article or commodity may provide for disposal and/or seasonal sales at appropriate times, during which periods such article or commodity may be resold without reference to such price lists or agreement: Provided, that such articles or commodity shall have first been offered to the vendor by such vendee, by written offer, at the price paid for the same by such vendee, and that such vendor, not less than thirty days prior to the date stipulated in such contract for the next such disposal and/or seasonal sale, after reasonable opportunity to inspect such article or commodity, shall have refused or neglected to accept such offer.

The members of the industry shall have the right to refuse to sell to wholesalers or retailers, as the case may be, who fail to observe the indicated or stipulated selling price.

The members of the industry shall have the right to circulate information relative to retailers and others who fail to observe the provisions of this rule.

Upon the request by a manufacturer a retailer shall be obliged to furnish such manufacturer with the name of the wholesaler from whom such retailer obtained the merchandise, the product of the manufacturer.

Rule 8. The combination of articles or commodities embraced within this code with articles or commodities not within the same at a total price less than the usual, indicated, or stipulated price or prices of the articles sold by members of the industry plus the usual selling prices of the articles or commodities not embraced within this code shall be deemed an unlawful cutting of prices within the meaning of the code.

#### D. GENERAL CODE AFFECTING COMPETITION

Rule 9. The members of the industry agree that they will not falsely mark or brand products with the effect of misleading or deceiving purchasers with respect to quantity, quality, grade or substance of the goods purchased.

Rule 10. The members of the industry agree that they will not make or cause or permit to be made or published any false, untrue, or deceptive statements by way of advertisement or otherwise concerning the grade, quality, quantity, substance, character, origin, size or preparation of any product of the industry having the tendency and capacity to mislead or deceive purchasers or prospective purchasers or to affect injuriously the business of competitors.

Rule 11. The members of the industry agree that they will not imitate the trade marks, trade names, designs,

(Continued on Page 248)

# Recent Products and Packages

*I*N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

## Veolay Repackages Dusting Powder

Veolay, Inc., New York, has taken a long step forward in repackaging its dusting powder in colored glass containers, as shown in the photograph below.



The jars are produced in a variety of attractive colors, including green, yellow, lavender, rose and black. Mottled decorative effects add a pleasing touch to the design. The screw-type metal closure is of a solid color in harmony with the jar, with a silver colored band.

## "Ivory" Shaving Cream

In response to widespread demand, Proctor & Gamble Co., Cincinnati, O., is placing on the market an "Ivory" shaving cream to complement its popular "Ivory" soap. The cream is packaged in an attractively designed tin tube, shown below, with plastic cap and carton to match. At this writing test campaigns are being conducted prior to introducing the product.



## Attractive Brosis Products

New packages which have drawn favorable comment from the trade are the "Velveskin" powder box and "Turtlene Facial" cream jar of the Brosis Laboratories,



Chicago. Both are pure white, set off by silver bands and maroon lettering. The opal jar is fitted with a band around its screw-type metal closure, while the paper powder box has a band of silver around the outer drum.

## New Dorothy Gray Cream

Dorothy Gray Co., Ltd., New York, has brought out a new preparation called "Dorothy Gray Make-up Foundation Cream." It is packaged in the familiar white opal jar with blue label and blue metal closure. According to the company, the cream was developed to fulfill a demand for a much lighter, more transparent and fluffier type of foundation cream. It is offered in three tints, white, rachel and natural, and will be sold alongside the company's present foundation cream.

## "Tak" Conditioner

A new product with an interesting package is "Tak," a hand conditioner for athletic people, made by Tak, Inc., Newark, N. J. The tin tube is handsomely designed and commands attention with its brilliant red and white color scheme. In the center is a representation of a hand, symbolizing the use of the product. It is equipped with a large plastic cap. The folding carton in which the tube is presented has an identical decorative scheme. The preparation is said to prevent blisters or callouses whenever the skin is subject to friction, irritation or hard use, and is considered ideal for application to the hands of golfers.







### Castilian Products Line

Above are shown several of the "Castilian" and "Hollywood Girl" items made by Castilian Products Corp., Hollywood, Calif. The soap is wrapped in paper-lined foil of gold, rose and black color scheme, while the dental cream comes in a tin tube, capped by a plastic closure, of the same color combination. The "Hollywood" items, a cream and a nail polish, have black metal closures and black and white labels, the former coming in a white opal jar and the latter in a small glass bottle.

### St. Denis Products

Parfumerie St. Denis, New York, has chosen bright new Summery dress for its paper dusting powder package, shown at the right. Several different designs are being used, all depicting outdoor life in pleasant pastel shades. Also shown is the new "Bronztan" oil, a sun oil, presented in a neat, slim glass bottle with a seasonal label and metal closure.



### "Garden Court" Cosmetics Re-styled

Nelson, Baker & Co., Detroit, have redesigned their entire "Garden Court" line of toilet preparations. Outstanding is the glass bottle shown in the picture at the left in contrast with the former package.



It is wide-shouldered glass container that tapers to a narrow base with great beauty of line. The bottle is capped with a slender well-proportioned plastic closure, and its mottled, light blue surface design sets a color keynote for the entire line which should prove a sales stimulant.

### Marlaine's New Rouge Container

One of the most unusual packages of the month is the new cream rouge container created by Parfums Marlaine, Cie, New York. The package is in the form of a jar, and is made of thick black glass decorated with gold leaf. The screw-type, glass cover is sealed to the base by a strip of paper bearing the trade mark. Design is Oriental.



### Le Barque's Facial Treatment

The unusual package shown at the bottom of this page contains the new facial treatment instruments of the Le Barque division of American Advertised Products, Inc., Chicago. The "Nu-Pak," as it is called, consists of a colored jar of "Essence of Life" cream and two metal massaging instruments, a "hot-pak" and a "cold-pak." The latter contain special liquids, hermetically sealed. After the cream is applied, one of the instruments is heated and the other chilled, and they are used, first the hot and then the cold, to massage the skin. Tattoo, Inc., another division of the company, is employing a novel display stand in merchandising its lipstick. It consists of a statuette of white metal on composition base on which is a mirror and the four shades of lipstick for testing of color by customers.





# Flavor Makers Work on Code

## *Convention Activities Centered About Industrial Recovery Act. Code Being Drafted for Early Submission to Washington*

FROM the opening address of president B. H. Smith until the closing session of its recent annual meeting, the Flavoring Extract Manufacturers Association of the United States centered its deliberations around the National Recovery Act and a plan for the industry's operation under the new law. In his address Mr. Smith epitomized the opinion of the industry by saying, "When a trade association does not voluntarily co-operate, the Government, when it gets around to it, will step in and establish a compulsory code and dictate wages and hours, and where considered necessary, enterprises will be licensed. The proposition pretty nearly resolves itself as to whether an industry wishes to wait for the Government to do this or to get together and decide for itself what is fair and reasonable, and to ask the Government's approval of that plan. There would seem to be but one answer to this question. . . . In the past it has been every man for himself and the devil take the hindmost. But in the new order which is upon us, every business man must increasingly regard himself as a little cog in a big wheel."

Following an address by John N. Van Der Vries of the United States Chamber of Commerce in which the significance of the act was outlined, the convention authorized the immediate distribution of copies of this talk to the membership along with a questionnaire covering important points in a code which is to be drafted and submitted to the Administration for its approval. This questionnaire was circulated among those present at the convention and the replies from those in attendance, considered by many as a cross section of the general practice of the industry, developed some very interesting and important information for the guidance of the committee set up to draft a code.

This preliminary information showed that among those canvassed plants are operating as follows: Office, 44 hours weekly; girls in plant, 43 hours; men in plant, 45 hours; shipping department, 46 hours; superintendent, 45½ hours. Normal plant operation was: office, 44 hours; girls in plant, 47 hours; men in plant, 47 hours; superintendent, 47 hours, shipping department, 47 hours.

Wages paid at present were: office, \$23 per week; girls in plant, \$13; men in plant, \$23; shipping department, \$23; superintendents, \$41. Ideas regarding minimum wages per week were: office, \$18; girls in plant, \$11.50; men in plant, \$18; shipping department, \$19; superintendents, \$37.

Five believed that a reduction of the working week to 40 hours would disrupt the work of the plant, and eleven believed it would not. Maximum hours under the code were suggested at 44 hours weekly; minimum at 37 hours. Twelve had no objection to the organization of employees while five had objections.

Regarding trade practices the members canvassed reacted as follows: Fourteen favored the abolition of free goods, while three favored retention of this practice. Only one of eighteen favored selling goods below cost. All eighteen were opposed to the consignment of merchandise and all opposed secret rebates. Eighteen opposed allowance of an unearned discount and only one favored it.

Fourteen favored abolition of premiums to dealers, while four wished them continued. Nine would abolish co-operative advertising, while six would continue it. Nine opposed full credit being given on returned goods, while six favored it. Of these last, however, a number insisted upon time limits and upon perfect condition of returned merchandise.

President Smith has appointed a committee of three members, consisting of E. L. Brendlinger, the Dill Co., Norristown, Pa.; George M. Armor, McCormick & Co., Baltimore; and, upon insistence of the members present, B. H. Smith, president of the association, Virginia Dare Extract Co., Brooklyn, to devise a code of practices. The committee was empowered to make necessary investigation and to co-operate in every way with the Federal authorities in the preparation of a code which would be satisfactory to both the industry and the Government.

An advisory committee to consist of members from all parts of the country from Boston to the Pacific Coast was authorized. Members selected for this committee were:

George H. Burnett, Joseph Burnett Co., Boston; Fred S. Rogers, McMonagle & Rogers, Middletown, N. Y.; Frank L. Beggs, Styron-Beggs Co., Newark, Ohio; Dr. S. H. Baer, Blanke-Baer Extract & Preserving Co., St. Louis; D. T. Gunning, American Spice Mills, Chicago; and W. G. Volkmann, Schilling & Co., San Francisco.

The association adopted resolutions on a number of important subjects as well as of thanks to the officers, entertainment committee, trade press and others. These resolutions were as follows:

### Resolution to President Smith

*Whereas*, our esteemed president, B. H. Smith, has so faithfully and successfully managed the affairs of our association during the past year, and through his tact, judgment and diplomacy has added to the prestige of our industry, *therefore be it*

*Resolved*, that the association extend to Mr. Smith our sincere thanks and appreciation for his constructive efforts and his loyal interest in the welfare of our industry as a whole.

We also extend to the officers of the association, and the members of the executive committee, as well as the various standing committees our sincere appreciation for



#### GROUPS AT THE F. E. M. A. CONVENTION

1. L. S. Beggs, J. Wilhelm, C. L. Lightfoot, A. J. Bloomberg. 2. C. C. Nowland, W. J. Sunn, E. L. Brendlinger, W. F. Meyer. 3. D. T. Gunning, F. Z. Woods, S. L. Rairdon, H. A. Barnby. 4. The Fritzsche Group: M. B. Zimmer, Miss Virginia Gresik, G. L. Ringel, Miss Marian Zimmer, J. H. Montgomery. 5. F. L. Beggs, E. L. Brendlinger. 6. M. V. Pennal, F. T. Robinson, J. S. Hall, W. S. Richards. 7. B. H. Smith, G. M. Armor, A. F. Wussow, Dr. S. H. Baer. 8. S. W. Foulser, A. S. Laurie, E. A. Pettit, W. C. Whitman. 9. Miss Laura Beggs, Mrs. E. L. Brendlinger, Mrs. B. H. Smith, Mrs. L. S. Beggs. 10. Mrs. M. E. Smith, C. R. Rollings. 11. A. M. Hoffheimer, J. S. Hall, C. P. Wilson, George Green, T. F. Baker. 12. F. O. Snyder, H. E. Dunning, John Buslee, W. E. Burns. 13. L. J. Freundt, E. E. Davies, E. A. Johnson, F. W. Green. 14. F. Huber, F. S. Topper, E. N. Blomberg, F. O. Snyder.

their work which during these trying times has contributed so much to the success of our organization in its many activities in directing the adoption of plans and policies regarding the important measures which have been referred to them for their consideration.

#### Resolution to J. S. Hall

During the past year, the legal problems of our association have occasioned increased responsibility and required important decisions by our attorney, *therefore be it*

*Resolved*, that to attorney John S. Hall be extended our grateful appreciation for the excellent and conscientious service he has rendered as our attorney and executive secretary.

#### Co-operation With Other Associations

*Resolved*, that we pledge our continued cooperation to all of the following in all matters of mutual interest and that a copy of this resolution be forwarded by the secretary to each of the following associations: Proprietary Association, National Confectioners' Association, Associated Manufacturers of Toilet Articles, National Wholesale Grocers Association, National Wholesale Druggists Association, Associated Grocery Manufacturers of America, American Bottlers of Carbonated Beverages, National Association of Retail Druggists, American Wholesale Grocers Association, National Retail Grocers Association, National Association of Ice Cream Manufacturers, Bakers Association, and National Beauty and Barbers' Supply Dealers Association.

#### Resolution on Dr. Doran

*Resolved*, that the Flavoring Extract Manufacturers' Association of the United States in convention extend to Dr. James M. Doran, Commissioner of Industrial Alcohol, their regret at his inability to be present at our convention due to pressing official business, *and be it further*

*Resolved*, that we reaffirm our loyalty to him and his purposes and our determination to assist him in whatever way lies within our power in promoting fair and proper regulations in the uses of alcohol in connection with our industry.

#### Resolution on Guest Speakers

*Resolved*, that the most hearty thanks of the association are extended to the following for their instructive, timely and valuable addresses with which they have favored us: John N. Van der Vries, Mrs. Mary Brooke, Prof. H. M. Groves, Kenneth Barnard, Dr. T. J. Otterbacher, Philip O. Deitsch, and to Polak's Frutal Works, Inc., for their courtesy in presenting to the Association their very interesting paper.

#### Resolution to Dr. Paul

*Whereas*, the Flavoring Extract Manufacturers' Association of the United States in convention is most fortunate to have the privilege of an address by Dr. A. E. Paul, Acting Chief of the U. S. Department of Agriculture, regarding the "Proper Labeling of Flavoring Extracts," *be it*

*Resolved*, that we extend to Dr. Paul our sincere appreciation for his instructive paper.

#### Resolution on Convention Committee

*Resolved*, that we extend to the convention committee, including the reception committee and ladies' committee, our hearty thanks and sincere appreciation for the most delightful, entertaining and instructive convention of the association. We especially commend and thank D. T. Gunning, of the American Spice Mills, Inc., and Frank Z. Woods, of the Publicker Commercial Alcohol Co., for their untiring, personal efforts and efficient handling of the general program of the convention.

We further extend to M. B. Zimmer and the members of his family our sincere thanks for his handling of our registration and continuing to act as sergeant at arms; his genial and hearty manner always adds to the pleasure of the convention.

#### Resolution on Motion Picture Display

*Resolved*, that our association tender to California Fruit Growers' Exchange our sincere thanks for their instructive and entertaining film regarding the production of California citrus fruits and citrus oils obtained therefrom, and congratulate them on their happy selection of Dr. C. P. Wilson to represent them.

#### Resolution on Trade Press

*Resolved*, that the thanks of our organization be extended to THE AMERICAN PERFUMER and ESSENTIAL OIL REVIEW, *The Glass Packer*, *The Spice Mill*, *Tea and Coffee Trade Journal*, *Wholesale Grocery Review*, *Drug & Cosmetic Industry* and *Modern Packaging*, for the publicity which they have given our association during the past year.

#### Resolution on Hotel

*Resolved*, that our thanks be extended to the management of the Hotel Knickerbocker for the excellent manner in which they have taken care of our convention.

#### Pure Food and Drug Notes

In this department will be found matters of interest, contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

#### Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the notices of judgment given under the Federal Food and Drugs Act, Nos. 19851 to 20150, inclusive, sent out recently by the United States Department of Agriculture, Washington, there were the following cases of misbranding: No. 19875, misbranding of "Regum" tooth paste; No. 19876, adulteration and misbranding of "Pyros" antiseptic mouth wash; No. 19881, adulteration and misbranding of "Strasska's Original Tooth Paste"; No. 19906, adulteration and misbranding of vanilla flavor; Nos. 19950, 19975 and 20072, misbranding of olive oil; Nos. 19989 and 19990, misbranding of oil; and No. 20050, adulteration and misbranding of fountain fruit sirups.

## Tube Makers Draft Code

**M**AKERS of collapsible tubes are awaiting the call of Gen. Hugh S. Johnson to submit to the National Industrial Recovery Administration the trade practice code adopted at the convention of the Collapsible Tube Manufacturers Association, Inc., especially called for the purpose in Absecon, N. J., June 19, 20 and 21.

At a preliminary meeting in Absecon, May 24, it was decided to revive the association, which has been dormant for some years, and to lend the utmost co-operation possible to the government in carrying out the spirit of the Industrial Recovery Act. Accordingly, the first matter taken up was the re-organization of the Collapsible Tube Manufacturers Association with Stanley M. Rumbough, White Metal Mfg Co., Hoboken, N. J., as president; and Frederic Remington, Peerless Tube Co., Bloomfield, N. J., vice-president. The executive secretary-treasurer is Melville D. Church, a Washington, D. C., attorney with broad experience in the Department of Justice. The executive committee is made up of the officers and the following directors: H. S. Darlington, A. H. Wirz, Inc., Chester, Pa.; Henry P. Scott, Jr., Bond Manufacturing Co., Wilmington, Del.; and George Du Boff, Art Tube Co., Irvington, N. J. The association is being incorporated.



STANLEY M. RUMBOUGH

All of the collapsible tube manufacturers were represented at the convention. A constitution and by-laws were adopted and a special temporary committee on Code Practice was appointed, composed of L. Tracy Sheffield, New England Collapsible Tube Co., New London, Conn., chairman; William Rose, Sun Tube Co., Hillside, N. J.; Charles Tome, Bond Manufacturing Co., Wilmington, Del.; Joel Kroneman, Victor Metal Products Co., Brooklyn, N. Y.; and A. W. Paull, Jr., Wheeling Stamping Co., Wheeling, W. Va. This committee submitted a code covering ethics and trade practice, wages and maximum hours as well as a uniform sales contract and quotation form. All provisions in the code were tentatively accepted and will be submitted in Washington as soon as a hearing can be arranged. When called for the hearing, the following committee will interview Gen. Johnson: Melville D. Church, L. Tracy Sheffield, and William Rose.

In the matter of the code, the association recommended a 40-hour week for the industry with a minimum wage scale of from \$12 to \$15 per week, the majority favoring the \$15 wage. The association also went 100 per cent on record that it will refuse to manufacture any private packages which are close imitations of nationally advertised articles or make any tube suggestive of any standard brand with a well-known reputation. Practically everything adopted under the code of ethics will prevent the placing of imitative brands in collapsible tubes.

A reciprocal credit bureau is to be operated and all

manufacturers will refuse to sell except for cash any concern without sound credit. It was the feeling that in every discussion of price and customs the welfare of customers as well as of the manufacturers was uppermost. All present—and it was a 100 per cent attendance of manufacturers of collapsible tubes—were in full accord with the various plans adopted.

Companies represented at the convention were: White Metal Manufacturing Co., Bond Manufacturing Co., Wheeling Stamping Co., Aluminum Company of America, Sun Tube Corp., J. S. Turner White Metal Co., Consolidated Fruit Jar Co., Standard Specialty & Tube Co., Victor Metal Products Co., A. H. Wirz, Inc., Peerless Tube Co., Art Tube Co., Atlantic Manufacturing Co., New England Collapsible Tube Co., National Collapsible Tube Co., Pennsylvania Collapsible Tube Co., Globe Collapsible Tube Corp., and Atlas Collapsible Tube Co.

## City May Tax Beauty Parlors

In an effort to find funds for relief and other work, Mayor John P. O'Brien of New York has proposed a licensing system and tax upon beauty parlors and other similar establishments. The bill which will be voted upon by the Board of Aldermen July 25, sets up a commission of three members who must have had at least five years' experience in hairdressing or cosmetology to grant the licenses. Fees will be for a hairdresser or cosmetologist, \$10 annually; for beauty parlors, \$25 and for beauty schools, \$100. It is anticipated that the measure will pass on account of the urgent need of the city for additional revenues.

## Connor Favors Higher Tax

Governor Mike Connor of Mississippi, one of the first states in the Union to pass a sales tax, has announced himself as favoring an additional one per cent "hike" in the rate and the lowering of other tax rates. He made this statement recently during a speech, the first of a series to be made throughout the state. Continuing, he said the two per cent rate had made it unnecessary for an increase of 60 per cent in property taxes and the two per cent had proved to be the equivalent of 5 mills on property. In addition, it had permitted a 27 per cent reduction in property taxes, he said.

## Dentifrice Market in Lithuania

The use of tooth paste is gradually increasing in Lithuania, but the turnover is still comparatively small. Owing to lower entry costs on ingredients as against the packed tooth paste, the leading foreign lines on the market are filled and packed within the country. These are the German products "Odol," "Chlorodont," and "Pebecco." Few dentifrices of purely domestic production are sold, the chief one being marketed under the trade name "Miradont." Prices of large size tubes (contents not given) for the foregoing brands are, respectively, \$1.70, \$1.80, \$1.65, and \$1.20, per dozen, wholesale. Window displays and posters are the principal type of advertising used to push these lines. (Consul M. L. Stafford, Kansas.)



## Foragers Frolic at Green Gables

MORE than fifty members and guests of The Foragers, popular organization of toilet goods executives and salesmen, took in the annual outing at Green Gables. Headed by president "Joe" Gartlan and "Jack" Lothrop, veteran Forager who has attended thirty-seven of the thirty-eight outings of the organization, the party embarked on the *Sandy Hook* early in the morning of the 24th of June and after a sail down the bay, enlivened by the accordion and guitar numbers of Mike and Tony and the singing of a number of talented members, reached Green Gables at Long Branch, N. J., in time to run off a program of games and a baseball game before dinner.

The games consisted of running, walking and other races for prizes of toilet goods, donations of prominent houses in the trade. A long chap by the name of Connelly copped most of the prizes and protested vigorously when he was not awarded all of them, even to the old timers' prize which was taken by Fred Pope of *Toilet Requisites*. Editor Swift of that journal acted as official scorer, but there were so many complaints as to the awards that we refrain from publishing the list of those who carried off the prizes, even if we could have read the official scorer's writing, which we couldn't.

The baseball game went five strenuous innings with a win for the "Just Throwers," captained by "Bud" Keeley, over the "Toreadors," who were under Hanlon's direction.

We can give the official score of this since your correspondent acted as the scorer. Had he not been extremely lenient in deciding what was a hit and what was an error, the hit column would have been somewhat slimmer and the error column far more voluminous.

After dinner and a chat under the trees, the party sailed back to New York. A number of moving picture cameras were in evidence at the outing and as a result, a second party was held at the Foragers' headquarters at the Herald Square Hotel July 12. Here the pictures were shown before a very appreciative audience.

TOREADORS	AB	R	H	PO	A	E
Hanlon, 1b	3	1	1	6	0	2
Pollock, c	0	0	0	1	0	1
O'Farrell, ss	1	0	0	0	1	3
Connelly, p-2b-c	3	1	2	4	2	1
O'Hara, ss-2b	3	0	1	0	1	0
Kinsella, cf	2	0	2	0	0	0
Brennan, lf	2	0	0	0	0	0
Kehrt, lf	1	1	0	0	0	0
Reuter, 3b	1	0	0	0	0	1
Nielson, cf	3	1	1	1	0	0
Rochelle, rf	1	0	0	0	0	0
Arcularius, 2b-p	3	1	1	0	0	2
	23	5	8	12	4	10
JUST THROWERS						
Keeley, 2b	4	3	0	1	1	0
Stamler, c	4	2	3	6	0	0
Schultes, 1b	3	1	1	3	0	1
Dermody, 1b	1	0	0	1	0	1
Shannon, ss	4	3	2	0	3	1
Zanell, lf	3	3	1	1	1	0
McCoy, cf	3	1	2	1	0	0
Volk, p	3	1	1	1	2	1
Cramer, 3b	2	1	1	1	0	0
Williams, rf	3	0	0	0	0	0
	30	15	11	15	7	4

2-base hits: Kinsella, Connelly, Stamler. Sacrifice hit, Pollock. Struck out: by Connelly, 2; by Arcularius, 3; by Volk, 4. Bases on balls: off Arcularius, 2; off Volk, 5. Stolen bases: Connelly, 2, O'Hara, Brennan, Nielsen, Rochelle, Shannon, McCoy, Volk, Cramer. Winning pitcher, Volk. Losing Pitcher, Connelly. Time of game, too long.

## New Jersey Pharmacists Elect

Walter R. Wooley, of Asbury Park, was elected president of the New Jersey Pharmaceutical Association at its annual convention held recently in that city. Other officers named were: William H. Tegeler, Audubon, first vice-president; William R. Richart, Elizabeth, second vice-president; Prescott R. Loveland, Atlantic City, secretary, and Charles J. McCloskey, Culver Lake, treasurer.





# Business Shows Marked Improvement

*Upward Trend in Department Store Sales, Trade Board Survey, and Canvass of Container Makers Give Encouraging Reports*

A DISTINCT upward trend in business, which has had a marked effect upon the manufacturers of toilet preparations, is the consensus derived from reports from widely varied sources during the last few weeks. Not only have sales at retail improved, but the gain has extended back through the wholesalers and manufacturers and to the purveyors of raw materials and supplies for the manufacture of toilet articles. Coupled with the gain in actual business has been an even more pronounced improvement in the spirit with which the business community faces the future. This is, perhaps, the most significant feature of the upward swing in business since it means that the hesitancy of the last two or three years has been or will be replaced with definite and positive action followed by actual business gains.

## Decline of the Dollar

The stimulus for this improvement is found in many factors. The decision to let the dollar shift for itself on the foreign exchanges and its consequent decline in relation to the currencies of other leading commercial nations has been one factor. This movement has been called "inflation" by its opponents, but it is doubtful that it is real inflation inasmuch as the volume of currency in circulation is lower now than it was at the time when gold payments were discontinued and the dollar is still backed by a gold reserve greater than that behind the currency of any other nation.

## Possibility of Further Inflation

A second cause is to be found in the possibility that the President will use the undoubted inflationary powers which Congress has given him. They have not been utilized as yet, but many business men believe that they will be employed and that, if and when they are, commodities will be more valuable than dollars.

## Industrial Recovery Act

A third, and possibly more influential feature, has

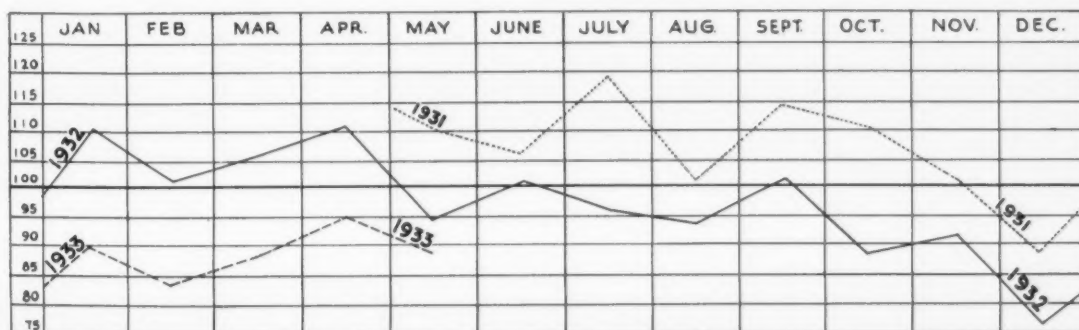
been the National Industrial Recovery Act. The act itself is only beginning to operate and thus far only one code under it, that for cotton textiles, has actually been approved. It has undoubtedly stimulated business and to some extent restored confidence, however. In addition, many manufacturers, believing that controlled production may be a disadvantage, are preparing stocks of goods, heavier than usual, so as to have them on hand if some of the enormous Governmental powers under the Act are put into operation.

It may be said that up to this time, there seems to be very little evidence that the National Industrial Recovery Administration will avail itself of these powers. The efforts of the Administration are at present directed toward getting men into gainful employment and thereby furnishing them with purchasing power to buy the commodities which industry will turn out under increased operating schedules.

## The Toilet Preparations Field

Turning to the toilet preparations field, it is evident from a study of the situation that the improvement in business has at least begun to affect this branch of industry. Reports from Federal Reserve Banks in five districts extending across the country indicate that sales of toilet goods in the department stores generally are showing an improvement. The accompanying chart is a composite curve showing sales of toilet preparations in department stores in these districts during the last two years. A study of the chart will show that the trend has been steadily downward until quite recently. For example, a few months ago, sales were ranging more than 20 per cent below those of the same time last year. In May the loss as compared with 1932 was approximately 6 per cent. June last year was an exceptional month owing to the pre-tax purchasing. June statistics for 1933 are not yet available but are expected to make an excellent showing.

A canvass of New York department stores made dur-



ing the early part of the present month brought out the fact that despite heavy sales last June, it seemed probable that June this year would show more dollar volume of toiletries than did June of 1932. A maintenance of this showing throughout the country would mean that for the first time in more than two years, sales during a month showed an improvement as compared with those of the preceding year.

### Board of Trade Survey

Of almost equal interest is the result of a survey made by the New York Board of Trade, Inc., covering executives of Boards of Trade and Chambers of Commerce in more than 100 principal cities throughout the country. The bulky results of this survey have been issued by the Board and a summary prepared by president P. C. Magnus. This summary and the replies themselves show that sentiment has improved in all directions and that many cities have found an upturn in employment, manufacturing, wholesale and retail trade. Not only are these fundamentals shown by the reports to have improved but, postal receipts, bank clearances, electric and gas consumption, telephone installations and other important indicators all show considerable increases during May and further gains in June.

### The Upturn in Package Business

Believing that business in containers of all sorts offered a fairly definite indication as to the trend among manufacturers of toilet preparations particularly, this journal asked leading container houses to furnish brief statements for publication comparing conditions at present with those a year ago. Practically all of those asked sent us replies although a number expressed a desire not to be quoted. Those which can be quoted, speak for themselves. The others might be summarized as most encouraging both as to actual volume of business done in June and especially as to their view of prospects for the future. Replies to our letter are quoted below in alphabetical order by groups:

#### Bottles

**Foster-Forbes Glass Co.**—*J. M. Foster, treasurer:*—We are working to full capacity and business is very good with us. We have not as yet started to manufacture any beer bottles whatever, but the legalization of beer has no doubt helped our business considerably, for we find that beer bottle factories who formerly were making our line of cosmetic, prescription and proprietary bottles have gone back to the manufacture of beers, thereby eliminating considerable competition in this field.

**Glass Products Co.**—*A. W. Doerr, president:* According to our sales records of 1933, the first 6 months business we did is ahead of same time of past two years, in fact we are working fully normal. Payments are somewhat slower than other years; otherwise we know that business is greatly on the up-grade. Present indications in our business promise still better times in very near future as we have contracts to run until end of year, and many new ones in prospect.

**Hazel-Atlas Glass Co.**—*A. F. Brady, Manager New York Office:*—We have noticed in recent months a very decided upturn in our business, and we believe

that this represents not only buying for the replenishment of stock, but that these containers are actually going into consumption. Purchases by chain stores, particularly in the grocery field, have been heavy, and it is our opinion that this buying has been to answer a definite demand from the public. We cannot give you percentages, but we can assure you that our business is materially better than last year, and, in fact, our plants are working at greater percentage of capacity than at any time during the last three years.

**Hagerty Bros. & Co.**—*Charles E. Kelly, general manager:*—We would say that while June, 1933, was not as great in volume as 1932, this was perhaps due to the fact that in June, 1932, we had a tax matter which gave us quite a lot of false business in so much as it was reflected in a great falling off for the next three months. However, we would say that to offset these conditions at this time we find much more willingness to contract and a substantial increase in business for future shipments. We trust that this is an indication of much better volume for the second half of 1933 over 1932.

**Kimble Glass Co.**—*W. T. Walker, general sales manager:*—We, as vial manufacturers, are happy to confirm your impression of business in general. Our shipments of glass containers for the perfume trade showed a marked improvement in June, 1933, over June, 1932.

**Owens-Illinois Glass Co.**—*Smith L. Rairdon, sales manager, pharmaceutical and proprietary division:*—For the past nine weeks, orders for immediate shipment and manufacturing specifications received by us from the toiletry and proprietary fields have been steadily increasing. Orders received have been larger, and seemingly in about the same increasing proportion from all parts of the country. Shipments booked for July, too, continue to indicate further increases in sales volume of our customers.

#### Paper Boxes

**W. C. Ritchie & Co.**—*George S. Denning, vice-president, sales and merchandising:*—We had a very satisfactory month of June—both from the standpoint of orders received and shipments made. Orders received for the entire month were 110% ahead of June, 1932. The shipments for the same period were 40% in excess of June, 1932. All indications point to July being almost as good a month as June, and we are at present laying plans for a continued expansion to last well into the Fall.

#### Metal Goods

**Majestic Metal Specialties, Inc.**—*J. Lesbin, secretary:*—We feel very optimistic in regard to the general situation relative to our field. The definite improvement in business conditions with us has been marked, particularly within the last four to six weeks. For instance, our business volume for June, 1933, compared to June, 1932, has shown an increase of approximately 20%. This has reflected itself in our advanced purchases of raw materials and supplies and also in the hire of additional help which we are augmenting each week. Generally, we feel very confident of a sufficient volume of business in the immediate future to warrant our

making adequate preparations for increasing our output on a profitable basis. There is always, of course, the necessity of analyzing these improvements along fundamental lines. We are attempting to eliminate any sense of the feeling of inflation which, naturally, would do more harm than good in the long run.

**Sagamor Metal Goods Corp.**—*George Gussoff, secretary and treasurer*:—In reviewing the conditions in our industry, from the writer's point of view, we would decidedly say that they are very promising for the future. One reason for this we may say, is the increase in the cost of raw materials, to such an extent, that buyers are anticipating their requirements, and ordering larger quantities in advance. Another very promising indication, is the fact that during June, we have practically cleaned our stock room shelves of all merchandise we were holding against old contracts—and certainly our customers must have a market for this or they would not release same.

**Scovill Manufacturing Co.**—*C. P. Cook, sales department*:—We should say in general that the business volume in June, 1933, as compared with June, 1932, shows a good healthy increase and the outlook for the balance of the year indicates a considerable increase over the same period in 1932.

### Closures

**Armstrong Cork & Insulation Co.**—*S. L. Barnes, sales manager, Closure Division*:—The entire Closure Division of the Armstrong Cork & Insulation Co., enjoyed a substantial increase in sales volume during the month of June. To date in July, there is every indication that this increase will be maintained.

### Collapsible Tubes

**Bond Manufacturing Corp.**—*Charles A. Tome, vice-president*:—We are very much enthused over the progress the country has made and it looks as though a very definite improvement in business in the toilet goods field can be looked forward to. Personally our business is ahead of last year and shipments in June of this year were far ahead of shipment in June last year.

**New England Collapsible Tube Co.**—*W. K. Shefield, vice-president*:—We find business this year is moving along very satisfactorily with us, and sales are considerably ahead of those in the same period in 1932.

**Pennsylvania Collapsible Tube Co.**—*O. B. Case, vice-president*:—Since the middle of May, we have seen a very decided improvement in business and have been operating at normal capacity. We are very much pleased with the amount of new business that is coming in, as well as releases that are being given against old contracts. We are scheduled now for full production basis for the balance of the Summer, with indications that this condition will continue indefinitely.

**Standard Specialty and Tube Co.**—*R. M. Kenab, president*:—We have noticed a very general improvement especially in the last six or eight weeks. Our sales during June have practically doubled in comparison with June, 1932, and during the same period our orders

have increased nearly four times. We have no definite information from other tube manufacturers but understand that the improvement has been rather general.

**Wheeling Stamping Co.**—*A. W. Paull, secretary and general manager*:—We have noticed quite an improvement in the collapsible tube business for the first six months of 1933 over the corresponding period in 1932. Customers are showing a disposition to specify on contracts and in addition new contracts are being placed.

### Plastics

**Bakelite Corporation.**—*Allan Brown, advertising manager*: The plastic industry has enjoyed a healthy increase in business during the past two months and the drug and toilet industry has no doubt been partly responsible for the increased use of our materials. From present indications, many companies are now considering the redesign of their packages, many of which call for molded closures or containers.

**General Plastics, Inc.**—*H. S. Spencer*:—The automotive business has held up, and July will be one of their big months. This means more business for us. The new small type of radio has brought a number of interesting opportunities to us, and we believe there is going to be a really big year in radio. This, and the continued increase of the use of "Durez" in packaging, means an improvement in business over last year with us. Beyond this we are bringing out new products, and while they have not as yet really reached their stride, indications are that they very soon will.

### Decision on Essential Oil Classification

Judge Brown in United States Customs Court, First Division, New York, in a recent decision upheld the claim of John Powell & Co., Inc., which protested the classification of imported varnado, a mixture of aromatic substances, at 40 cents per pound and 50 per cent ad valorem under paragraph 60, tariff act of 1930. He found the oil in question to be provided for under the provision in paragraph 58, tariff act of 1930, for "all other essential and distilled oils not specially provided for." Judge Brown's opinion follows in part:

"It was stipulated that the merchandise in question is composed of a mixture of an essential oil and other oils; that the essential oil constituent is the component material of chief value in the article, and that it is not any of the essential oils provided for by name in paragraph 58, tariff act of 1930; and that the imported article is not mixed or compounded with alcohol and contains no alcohol. The evidence showed that the plaintiff is in the business of importing crude drugs and manufacturing them for resale; that he is not connected in any way in the manufacture or sale of perfumes; that the company acts as the sole agent for the sale of the merchandise herein in the United States; that the merchandise is used in kerosene base products, print-in ink inks, cleaning naphthas, rubber and similar solvents, kerosene base insecticides, glues, and similar articles for the purpose of removing the offensive odor from such products; that it destroys the unpleasant odor; and that it is never used in connection with the manufacture of perfumery.

# Display—A Means, Not An End

*Means of Utilizing this Little Understood*

*Art and a Few Words of Caution*

*by Jill E. Jesse of Lentheric, Inc.*

DISPLAY takes its place along with packaging and advertising as a star in the big merchandising parade. Born of the keen competition that no other age has known, the display urges your product on the attention of the busy shopper. Probably in no other field has display reached greater artistic expression and, at the same time, been subject to as many abuses, as in that of toilet goods. Excess enthusiasm is the pitfall of toilet goods manufacturers, for it leads to over-elaborate displays which defeat their own purpose—that of displaying your merchandise.

The display might be looked upon as the temporary guardian of your brain-child product. It explains and introduces your product to the public, and you are anxious that it perform this function in a worthy fashion. You feel that only an impressive display will bring this new-born personality into brilliant relief.

Thus it is all too easy to get your display out of proportion to the thing displayed. You are not exhibiting the display itself as a monument to the cleverness of your artist or designer. You are surely not permitting the wardrobe maid to don the lavish gowns and assume the character of the famed star. It is the servile duty of the display to grace and beautify its mistress, but to do so unassumingly. An elaborate and over-fussy display which so far outshines the grandeur of the package is like a beautiful and costly mansion scantily furnished with pine tables and camp stools.

An interestingly similar criticism was made of a Broadway production which had a setting far exceeding the value of the play. In describing one of the elaborate scenes, a critic remarked about it as follows: "It is so good that you don't care what the characters are saying—which is lucky, because they aren't saying much." Better invest your skill on your precious troupe of package players and in inventing original lines with which they can captivate the intelligence and admiration of the audience. I cannot refrain from giving you another epigrammatical sentence from this review which so beautifully clarifies the point which I'm trying to make. It is this: "The whole production was so massive to look at, and so tiny to listen to."

## Use of Color

Not only do our displays err in massiveness but also in noisiness. Wild color schemes designed to attract attention more often frightens it away. Attacked as we are on every side by some form of advertising, we have grown wary of

all the obvious traps. Still, color can win its claim to existence providing it is not blatant nor naive. If you depend on an unrestrained expanse of color to draw curious crowds to your windows, you must answer their heightened sense of expectation by something sufficiently interesting to absorb them after they get there. Brilliance can be either rich or tawdry. If you are to have brilliance, you must pay for it—a tinsel effect will not deceive the literate members of society.

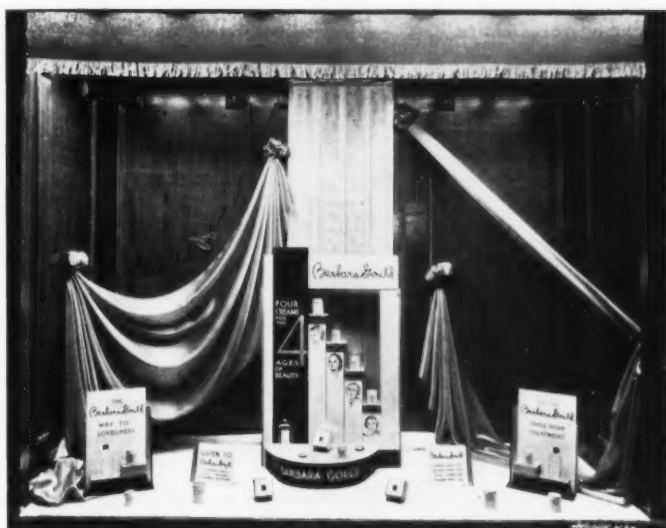
Your display, then, is the subdued piano accompaniment to the violin virtuoso. It must be more than a background, however. It must also play the same tune. The degree of success for your line will be due in large measure to the singleness of effect it creates. Women will turn from cosmetic offerings about which they have no conviction of "class" to those which they feel possess a definite character. Devise as many concrete synonyms for the ideal of your house as you possibly can. It may be simplicity—classic or modern, costliness, aristocracy, or modesty. At any rate, the display should "stick to the same story". This striving for an essential "tone" in display, harmonizing with the impression the house desires to create is obvious in the window schemes of our most successful cosmetic salons. A study of a succession of such window displays reveals a careful system. Each display is not an isolated entity, but, in some fashion, relates to the advertising scheme *in toto* and also bears a distinct relation in a display series.

In addition to this general appropriateness of tone,



MAJOR FEMININE APPEALS IN THIS DISPLAY COMMAND INSTANT ATTENTION





DISPLAY CONVEYS A CONCISE MESSAGE

there is also the specific appropriateness of a certain display to one product or group of allied products. Facial cosmetics—creams, lotions, astringents, etc.—should receive display treatment of a different sort from the lipstick-rouge category, or the department of powders, or eye beautifying preparations. Discernment will be more easily aroused in this connection after the major plan of display is worked out. Each of these divisions will bear some type of relationship to each other, but at the same time will remain individual and specifically appropriate.

### Features of the Display

Now, that we have put displays in their place so to speak, there are certain specific features about the display itself that we must consider. First of all, your display is an excellent medium for a selling or educational message. If you are introducing something entirely new which will not sell itself on the history and accepted usefulness of its predecessors or contemporaries, then it seems to me essential that your display be explanatory. This can be accomplished either pictorially or verbally or both. A strikingly executed cut-out design of a woman applying your cosmetic will speak volumes to the seeker after the beauty will o' the wisp. Thus do you avoid the necessity on the part of the customer for plying the too-often terse or superior sales-girl or demonstrator with questions regarding the special advantages and uses of your product. If your cosmetic is conventional and self-explanatory, then art might be invoked solely as a cooperative enticement to the normally cosmetic-susceptible woman.

Practical considerations are an essential part of the art of fine display. Certainly nothing is less artistic than a window display of sun-streaked fabrics. Not only is it inartistic, but its shabbiness implies shabbiness of product too. Choose colors for window displays that are not too susceptible to sunlight and be sure that the fabrics you do choose are properly dyed. With dis-

plays as with everything else, a cheap price means cheapness somewhere. The finishes you get on wood or metal, the seasoning of the wood, and all such things are vital to the success of your display. Dealer displays must be substantial to bear up during the shipping process and, if possible, should be constructed so that the parts can be put together with ease. Before you plunge ahead with a lot of expensive displays, test one out in a window or on a counter. You will see things about it that never suggested themselves from a sketch. One discordant note spells ruin for the whole effect. If you use mirrors, don't put them at an angle which is distracting rather than beautifying. They should reflect packages—not people's faces.

Now, of what shall we construct our beautiful displays? Display materials are so varied and so unlimited and, as yet, still so unexplored, that a wealth of opportunity awaits the ingenious and clever designer. Sundry metals, dull or brilliant in tone and finish; lovely woods—lacquered or polished; warm and colorful textiles; simple mirrors reflecting beautiful lines and surfaces; the exciting, new plastics; and finally your art work as varied and original as you please. Creators of displays can offer all of these things to you and can advise you of their suitability to your special purposes.

True, that after your product finds its way to a woman's dressing table, it must make its way on its own merits solely. But, nevertheless, it is on imaginary trial during those few minutes it is studied from outside a plate glass store window or more directly from a counter setting. It is mentally transferred from store to boudoir before an actual purchase is made. And it is the display on which you must depend to attract the feminine passerby, who will most likely favor it with no more than a casual glance, unless it has real magnetism!

### Inecto Plans to Appeal Case

Inecto, Inc., New York, plans to appeal the verdict of a jury in New York Supreme Court which recently awarded Mrs. L. Palacios damages for a skin disease alleged to have developed after the application of "Inecto" hair dye, according to an official of the company. The woman in question was said to have been given an application of "Inecto" in a shop maintained by the Greeley Square hotel, New York, and later developed a type of dermatitis. She brought suit alleging irritation by the hair dye, and the jury awarded her the verdict despite the fact that physicians who examined her skin in court declared that the condition could not have come from a hair dye.

### Locates Sources of Supply

*Perfection Sales Co.*

We find your magazine an excellent medium for the purpose of finding sources of supplies, and have written to a great number of your advertisers.



# To Cut Commerce Department Staff

## *Chemical Division Drastically Curtailed in Personnel and Appropriation by C. W. B. Hurd*

THE economy axe, now swinging over Washington with vigorous strokes, threatens to play havoc with one of the bureaus most actively cooperative with the essential oil consuming industries, the Chemical Division of the Department of Commerce. In fact, it is learned on the basis of most reliable information that this division will be reduced to six persons at an early date, probably before this edition of *THE AMERICAN PERFUMER* reaches its subscribers.

Beyond this drastic cut, there also are serious economies in personnel and operation affecting the Foreign Service of the Department of Commerce, heretofore the originating branch of valuable reports, and beyond that, the Federal Trade Commission, recently shouldered with many more duties, is being cut down. In the Commission 47 persons were dismissed in July, in addition to severe cuts at other times during the past fiscal year ended June 30.

The one Governmental agency of constructive service to the essential oil and allied industries which has gone virtually unscathed is the Food and Drugs Division of the Department of Agriculture. Its mortalities have been slight; changes in personnel rumored from time to time have not taken place.

### Effects of Curtailment

To those familiar with the operation of the Chemical Division of the Department of Commerce it is evident that the Governmental "economies" at its expense may have far-reaching effects on many industries. To that division the essential oil consuming industries are particularly indebted for two major operations in the past two years for which there is, under future prospects, no possible chance of revival.

One was the drug store survey, which included voluminous reports containing highly valuable information on the merchandising of toilet articles; the other was a world-wide survey of essential oil producing and marketing which, released in individual reports by localities and in summarized statistical reports, gave American dealers their first modern picture of world-wide conditions, except for the handful of experts who have been fortunate enough to gather this information at first hand.

There is the obvious expectation that information of special importance to the perfume and essential oil in-

dustries no longer will be available, although the skeleton staff remaining in the division theoretically is charged with handling all the activities heretofore shouldered by a large staff.

It also is quite certain that much of the important information of a general nature will be sacrificed and that the division no longer will be able to accommodate those requesting special research and analysis.

There will be no more detailed reports on markets and statistics of individual essential oil, such as the one on citronella published elsewhere in this issue, and there is a distinct possibility that the weekly Bulletin may have to be abandoned.

### Effects on Trade

What this will mean to the trade cannot be accurately foreseen at this time, but it appears that it may be necessary for the essential oil industry, as well as other industries similarly affected by other cuts, to set up their own fact-finding and analysis agencies to take the place of what has become accepted as a routine Governmental service. It also should be borne in mind that while all of the Gov-

ernmental cuts are considered officially merely as temporary expedients, it will be a long time before they are re-established, if ever.

This can be seen clearly when it is understood that the effecting of economies such as these do not mean merely a cutting down of isolated activities, but the dismemberment of a highly complicated machine for which no blue print exists even if there were a disposition to reassemble it in the future.

The cuts in the Foreign Service make more complete the dismemberment, for several hundred officers in this group are scheduled to be recalled or are now on their way home—each of them an expert in research in his particular field. In the place of their service, the Chemical Division henceforth will have to rely largely on the volunteer information obtained from foreign exporters and cultivators, or the official reports of foreign countries. The quality of such information supplied the basic reason originally for the creation of the Chemical Division with its own field staff.

### Trade Commission Cuts

The Federal Trade Commission has numerous problems to settle regarding its own routine before a defi-



nite description of its status can be given. The securities act, making the Commission virtually responsible for all stock and bond issues in future, will make for it an as yet unestimated amount of new work.

Then, too, there is now a possible conflict in procedure that has to be ironed out. The Commission was in the midst of trade practice conferences—one is current concerning toilet articles—when the Industrial Recovery Act became operative.

The trade practice conferences were designed to set up standards for business operation within the confines of anti-trust laws and other trade statutes. Under the industries act, trade agreements are authorized which may waive anti-trust regulations in specific instances. There is one factor to be worked out by the Commission. Beyond that is also the question as to whether trade practice conference agreements still have their full force, or whether the agreements under the new act may supersede them. The Commission for the time being has decided to go ahead with its own trade conferences, but the next few months promise interesting developments in this regard.

### Turtle Oil Craze Passing

From the latest reports of the Chemical Division of the Department of Commerce, the interest in turtle oil that has been so evident since the beginning of last Winter has almost completely stopped. There have been no inquiries at the Department during the past two months, and several of the markets have ceased to produce this oil because of the expense of production and lack of demand.

Some markets where the oil is plentiful have announced that if a purchase were assured, they are quite capable of producing it in considerable quantities in a reasonably short time. Reports on this commodity have even ceased to arrive at the Chemical Division of the Department. This is in sharp contrast to the active interest shown in this oil all during the Winter months of 1932-1933.

### Revival in Rosewood Oil

A special report received from French Guiana reports that the market for French Guiana rosewood oil is reviving and that several producers of this oil in response to the recent demand have again put up plants for its production. A report of the present prices and character of the oil gives the following information.

It says in part:

"The market for rosewood oil in French Guiana improved during 1932, this commodity having increased in price in New York and Paris from 45 Frs. to 85 Frs. per kilogram C. I. F.

"Several producers have again put up plants for its production. The present production is about 1,000 kilograms per month. In some time the production will reach 3,000 kilograms per month. The production will not exceed 3,000 kilograms, as this amount is about the extent of the world consumption.

"The special characteristics of the oil are as follows: Density at 15° C., less than 0.880; rotation to the left of the polarized light more than 10°; contents of eucalyptus oil, less than 4 per cent.

"The first two points mentioned are verified by an official survey from Cayenne, and the third point will probably be verified soon."

### A. Ph. M. A. Meets in Chicago

CARL N. ANGST, of Pitman-Moore Co., Indianapolis, was elected president of the American Pharmaceutical Manufacturers Association at the concluding session of its twenty-sixth annual convention held June 21-23 in the Edgewater Beach hotel, Chicago. Other officers elected were: Vice-presidents, E. G. Paisley, National Drug Co., Philadelphia, and F. W. Misch, Smith-Dorsey Co., Lincoln, Neb.; secretary, C. W. Warner, Maltbie Chemical Co., Newark, N. J., reelected; treasurer, Frank A. Mallett, Standard Chemical Co., Des Moines, Ia., reelected; members of board of directors, S. De Witt Clough, Abbott Laboratories, Chicago; Elmer H. Hessler, G. S. Stoddard & Co., New York, and John G. Searle, G. D. Searle & Co., Chicago, the retiring president.

Considerable discussion took place in executive session regarding the drafting of a code of fair practices to be placed in operation under the National Industrial Recovery Act. A code was proposed and tentatively adopted, and will be brought before a meeting of representatives of the association and of the American Drug Manufacturers Association for revision and adoption by the two groups.

Resolutions were adopted approving the "constructive purpose" of the Drug Institute of America; approving a "sound and constructive revision of the Federal Food and Drugs Act and . . . the amendment of the act to prohibit false and misleading advertisements;" and to establish a code of fair competition for the industry under the National Industrial Recovery Act.



CARL N. ANGST

### Chemical Salesmen Golf at Ridgewood

The second golf tournament of the Chemical Salesmen's Association was held at Ridgewood Country Club, Ridgewood, N. J., July 11, with thirty-odd members, and guests present. All three of the nine hole courses proved difficult, requiring exceptionally accurate control of the ball, and few low scores were entered. Low gross was an 87 posted by Al Alvarez, of Greaselli Chemical Co. However, as Alvarez won first prize in the kickers' handicap, the low gross prize was awarded to Robert Brewer, of Liberty By-Products Co., who scored a 92. Third place went to Jack Leppart, Columbia Alkali Works, with a 97.

The low net competition was won by Bill Adkins, Givaudan-Delawanna, Inc., with a net 72; second, J. R. Eldrige, Virginia Smelting Co., net 74; third, B. J. Gogarty, Rossville Commercial Alcohol Corp., net 82. With Alvarez winner in the kickers' handicap, second place was taken by Grant A. Dorland, MacNair-Dorland Co., and third by Oscar Lind, Dow Chemical Co. Charles Kelley, Haggerty Bros., took the prize for the lowest number of putts, 34. The low score of 29 was turned in for this event by Alvarez. Guests' low net went to E. V. Patterson, Royce Chemical Co. 74.

# Editorials

## The American Perfumer and Essential Oil Review

Trade Mark Registered U. S. Patent Office

*The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.*

Vol. XXVIII No. 5

July, 1933

### What Is the Drug Institute Trying to Do?

DRUG Institute, in an official statement to the press issued by Dr. William E. Weiss, chairman of its executive committee, says that it will not approve codes of the various branches of the industry or formulate one of its own until the matter of overhead apportionment in the retail drug store is settled, or until the code can contain provisions assuring the retail druggist of a profit on his operations. The result is likely to be an indefinite delay in the production of the Drug Institute code since one must be optimistic indeed to anticipate a settlement of these vexing questions within General Johnson's "sixty days."

Some manufacturers of toilet preparations had hoped that the code for their industry could be submitted and approved as a part of the general code which Drug Institute is planning. They now find that the Institute will not be ready in time and that they must go it alone. Possibly this result is not without its compensations. The A.M.T.A. and the Perfumery & Cosmetic Institute, each have tentative drafts of codes for makers of toilet preparations. Aside from the vexing questions relating to assisting the department store, these two codes contain nothing which might bring about a conflict, or even an argument. It is evident that all of the differences can be speedily reconciled.

There can, under the circumstances, be little reason for awaiting the pleasure of Drug Institute in submitting them to General Johnson for a hearing and approval. They cover the points which the Administration desires and do not go too far beyond to prevent prompt approval and enforcement.

The active personnel and activities of Drug Institute lead inevitably to the belief that its chief purpose is to advance the prices of drug store

articles. This in itself is a commendable purpose and one which makers of toilet preparations will endorse and support. When the Institute finally presents its code, if it really has any intention of doing so at all unless its hand is forced by the government, the cosmetic industry will doubtless find the provisions helpful.

Institute activities have not been very reassuring, so far as they are generally known, while reports of its sub-surface course have produced a feeling of concern in quarters genuinely desirous of co-operating with the Government for the rehabilitation of industry. In the meantime, the cosmetic industry will, of course, take positive action and try to get its code into operation as soon as possible. There is every reason why delay should be avoided and prompt advantage be taken of the National Industrial Recovery Act.

*It requires no great prescience to understand that the course of the Drug Institute will, if not altered, bring it to eventual grief in the public eye, for some have the impression that if the light were turned on there might be revealed a situation which would not commend itself to those members of the Institute who wish to co-operate toward the proper end, and who have no knowledge of what is really going on.*

Will the blanket recovery code which press reports indicate is about to be promulgated overtake the laggard Institute?

### A "Seasonal" Business ?

FOR years we have heard that the toilet goods business was seasonal and we have listened to stories about the "Christmas trade" and the "Easter trade" until we almost came to believe that manufacturers lived from Christmas to Easter and from Easter back to Christmas on practically nothing in the way of sales and nothing at all in profits. Finally we were asked by one of those chronic statistic seekers just how seasonal this business was. We answered him, of course, it being the business of Editors to answer questions, and then we went out to find out.

By courtesy of the statistical departments of two of the Federal Reserve banks—the others did not have any information on the subject—we have convinced ourselves and are now about to show our readers that this is *not a seasonal business at all*, excepting for a little splurge at Christmas time when the boy friend buys the girl friend an extra special bottle of perfume at an extra special high price, thereby, perhaps, making an "imprint" which will be remembered until the birthday rolls around.

## OUR ADVERTISERS

HELFRICH LABORATORIES OF N. Y., INC.  
New York City

AMERICAN PERFUMER AND ESSENTIAL  
OIL REVIEW,

432 Fourth Ave., New York City

DEAR SIR: We have advertised in your periodical from the time this company started in business quite some years ago. We consider THE AMERICAN PERFUMER the finest advertising medium for reaching that trade which might be interested in our products, and as a consequence have concentrated our advertising in your magazine.

We feel that the results obtained from such advertising have been very satisfactory.

Very truly yours,

HELFRICH LABORATORIES OF N. Y., INC.,  
W. F. ZIMMERMAN, General Manager.

This is what we found. December—Christmas you know—leads all the months in sales with, on the average, 13.97 per cent of the year's business. If all months were alike, the average would be 8 1/3 per cent for each. Next comes October with 8.40 per cent—maybe school opening or the end of Summer or something like that. What about March and April with the "Easter business"? Well, April made sixth place with 7.77 per cent and March was eighth with only 7.74 per cent. September—school again—, June—graduation, maybe—, and January—we can't think of a reason—, all were ahead of the famed "Easter business" months.

More significant was the fact that, leaving out December, the percentages ranged only from 8.40 in October to 7.37 in November with all the other months in between. In other words, only a shade over one per cent variation throughout the year, again excepting, December. A seasonal business? We ask you?

## The New Associations

A WORD of greeting is in order addressed to the two new trade associations in this field, and it is a pleasure to welcome the Collapsible Tube Manufacturers Association and the Powder Puff Manufacturers Association to a place in the industry's councils. The group represented by the latter body has not until very recently been organized into a working unit. Makers of tubes have had an organization, which, however, has been dormant for several years. Both have now organized into groups to operate under the provisions of the Industrial Recovery Act.

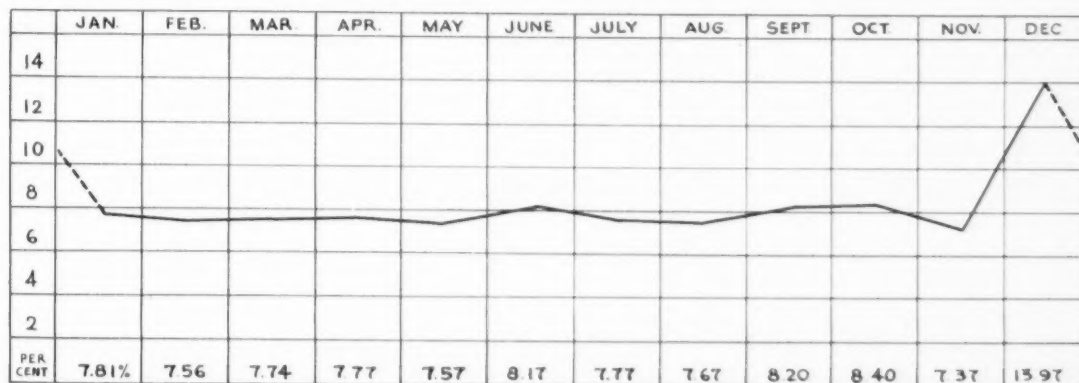
Regardless of the advantages granted by the new law, however, manufacturers in these two important fields will find co-operative work a pleasure and a benefit. They would accomplish much for their respective industries even if the "New Deal" had not opened an additional field for joint endeavor.

The fact that practically the entire group of manufacturers in each of these fields has joined in the organization of the two new bodies and that officers and directors of both are progressive and, at the same time, well-balanced leaders in their lines, would seem to insure the success of these co-operative undertakings. The toilet preparations industry wishes both organizations every success and assures them of cordial support from their principal customer.

## A Code for Flavor Makers

IT is gratifying indeed to find manufacturers of flavoring extracts so effectively co-operating in the face of new and rather difficult conditions. At the annual convention in Chicago last month, a spirit of willingness to work, not only with each other but with the Government as well, was in evidence. As a result, progress in the formulation of a code for the industry has been rapid.

The association is working through a small, efficient committee in the actual drafting of its code. The efforts of this small committee are being



SEASONAL TREND OF DEPARTMENT STORE SALES OF TOILET PREPARATIONS BY MONTHS



ably and vigorously seconded by a larger advisory committee on which all branches of the industry and all geographical sections are represented. The result is certain to be a body of regulations which will satisfy the requirements of the entire trade as well as those of the Government.

The right path has been chosen when the committee and its advisors have undertaken the study of hours and wages co-incident with, or even in advance of, the merchandising policies of the trade. The latter can and must be subordinated to the former if the main purpose of the law, a recovery from the effects of the depression, is to be accomplished. Flavor manufacturers are fortunate indeed in having an association so alive to the requirements of the industry. It should hardly be necessary to point out to manufacturers who are not yet members, that the F. E. M. A. is working for them and that membership is almost an obligation.

### Co-operation on Drug Act

**I**F the trend of business were not sufficient evidence that a new spirit is abroad in the land, the reaction of manufacturers in the several fields covered by the proposed new Food and Drugs Act toward the very stringent proposals which the bill contains would supply it. The Administration in Washington which deals with enforcement of governmental standards for foods and drugs

was, we are reliably informed, prepared for a literal storm of protests against the new measure and for all sorts of destructive criticism of its proposals. It has been amazed at the attitude of manufacturers of foods, drugs, and cosmetics, who, in general, have endorsed the purposes of the proposed bill and have even withheld criticism of its details.

It is probable, of course, that there will be plenty of criticism of many of the provisions of the bill but that these are being delayed until the time for definite action on the measure approaches. *At the same time, industry in general, and the cosmetic branch in particular, is obviously willing to accept such regulation as will protect the public from the activities of the unscrupulous and the toilet preparations business from their unfair methods.*

The future of this, as well as of any industry, depends to a large degree upon its service to the community. Manufacturers of cosmetics realize this fact and welcome the assistance of the Government in policing the industry. They are confident that a satisfactory measure for all concerned can be evolved from the bill introduced just at the close of the last session of Congress. *The legislative body and the Administration can count on the aid of industry in perfecting the measure and upon industry's support of its enforcement, when it is enacted.*

### Cosmetic Price Control in Mexico

Retailers of cosmetic lines made in Mexico are usually allowed a discount of between 25 and 35 per cent, and wholesalers get between 15 to 20 per cent. The cosmetic business is generally done on a cash basis. One manufacturer grants credit of only 30 days; his cash discount allowance is two per cent.

There has been considerable difficulty between manufacturers on the one hand and wholesalers and retailers on the other hand over price control. The tendency of manufacturers is toward list price quotations to jobbers, and most manufacturers quote list price with no discounts (except two per cent for cash). But manufacturers are combined to control the retail prices to prevent unreasonable price fixing on the one hand and destructive competition on the other. Wholesalers and retailers are united in opposition in this price fixing, and they have even gone so far as to threaten to boycott the products of those manufacturers who are most determined to control retail prices. (*Commercial Attaché Chas. H. Cunningham, Mexico.*)

### Beeswax Imports Down

The United States imported 765,000 pounds of crude beeswax valued at \$100,000 in the first quarter of 1933 in contrast with 967,000 pounds and \$142,400 in the first quarter of 1932, says the Department of Commerce. During the current period Cuba was the leading supplier with 183,600 pounds, \$22,400, followed respectively by Portugal, 107,000 pounds, \$12,600; Egypt, 101,700 pounds, \$14,500, and Brazil, 90,600 pounds, \$10,300.

### Coming Conventions

American Cosmeticians Association, Hotel Sherman, Chicago, August 21 to 24, 1933.

American Pharmaceutical Association, Hotel Lorraine, Madison, Wis., August 28 to September 2, 1933.

International Beauty and Barber Supply Dealers Association, Royal York hotel, Toronto, Canada, September 11 to 15, 1933.

Associated Chain Drug Stores, Congress hotel, Chicago, September 14 and 15, 1933.

National Hairdressers and Cosmetologists Association, Edgewater Beach hotel, Chicago, September 18 to 21, 1933.

National Association of Retail Druggists, Hotel Sherman, Chicago, September 18 to 22, 1933.

Federal Wholesale Druggists Association, Hotel Sherman, Chicago, September 25 to 27, 1933.

American Bottlers of Carbonated Beverages, Jefferson County Armory, Louisville, Ky., October 9 to 13, 1933.

Official Hairdressers' Show and Convention, Hotel Astor, New York, October 16 to 19, 1933.

American Beauty and Styles Exposition, Grand Central Palace, New York, October 23 to 27, 1933.

Exposition of Chemical Industries, Grand Central Palace, New York City, December 5 to 10, 1933.

### Chinese Cosmetic Sales

Cosmetic sales in Hong Kong and South China, although never a large business, are reported to have maintained a good volume during the past few months. This is especially true of dentifrices. (*China Monthly Trade Report.*)



# Methods For Evaluation of Talc

## *Quality of Raw Material Plays Most Important Part in Finished Product*

by Ralph H. Auch

"TALC, what sins are committed in thy name!" This debasement of a more or less well known quotation, is not as far-fetched as it appears.

Some of the talc that finds its way into high priced talcum powders, face powders, and other toilet requisites is better suited for use under road rollers, to keep them from sticking to the tarry road surface, for filler in fertilizer, and absorbent in nitroglycerin, or should not have been mined and powdered in the first place.

This discussion does not have in mind that talc that is dumped into previously perfume-sprayed one-pound containers without any further treatment or ado for sale in the dime stores for gracious knows why. It does, however, have in mind that talc that is the base of carefully compounded, daintily perfumed and exquisitely packaged talc, dusting powder, and face powder.

The reasons for this seeming neglect in the selection of talc are not far to seek. Talc seems to be the step-child among minerals as far as geologists are concerned. Most geologies and other texts and books on mineralogy dismiss talc with a single sentence, or a paragraph or two. Then too, many raw materials used in toilet requisites are manufactured primarily for this industry or at least this industry represents an outlet worthy of serious study and consideration. Not so with talc, however, for in addition to being a cheap, natural commodity, perhaps only one to two per cent of the world's output of talc is consumed in toilet requisites, veterinary medicines and the pharmaceutical industry put together.

The other 98 or 99% of the talc that finds its way into everything from putty to pottery, rubber to roofing, linoleum to lubricant, filler to foundry facings, paper to paint, or from asbestos, glass, imitation stone through window shades and yarns need not have the physical or chemical properties or meet the rigid specifications that readers of THE AMERICAN PERFUMER require.

### Composition and Distribution

Talc is a hydrous magnesium silicate, having the chemical formula  $H_2Mg_3(SiO_3)_4$ , and is so soft that it occupies number one position at the bottom in the scale of hardness. Nature, while admittedly grand, is neither pure nor perfect, so never or hardly ever provides pure talc. Talc is a secondary mineral resulting from the alteration of other magnesian silicates or even carbonates and in many deposits, the alteration has not been complete. The result is, as mined and powdered, it may contain some of the original constituents.

In nature it is associated with several other minerals, so if not carefully sorted before crushing, talc will of

course be contaminated by these. Among these are calcite with a hardness of 3.0, dolomite with a hardness of 3.5 to 4.0, tremolite whose hardness runs from 5.0 to 6.0, and quartz which stands at 7.0. The importance of these harder substances in talc will be discussed later.



Talc is widely distributed over the world's crust and workable deposits are found in nearly every country. Production on a commercial basis is carried on in Germany, Norway, British Isles, France, Spain, Italy, India, China, Siberia, Japan, Philippines, South Africa, Brazil, Mexico and Canada, as well as in fully fifteen scattered states of these good United States. No wonder then that there is

wide variation in talc both in character and amount of impurities.

The degree of skill, engineering knowledge, and care in the mining, sorting, grinding, and packing of talc varies about as widely as the degrees latitude and longitude where talc is found.

Just what constitutes good talc for cosmetic purposes? At the present, the writer cannot hope to answer this question definitely or fully. The most he can hope to do is advance a few ideas and tests that have been found helpful in evaluating the many talcs that have come under observation.

### Testing

The tests that are of value are more of a physical than chemical nature and will be discussed at some length.

COLOR.—The color of talc is of considerable importance, particularly in the case of that used in untinted products such as talcums, dusting, and deodorant powders. Talc varies from a yellowish cast on the one side through a good white to a fairly pronounced dirty gray. A rough comparative test by the unaided eye is of little value. The best quick method consists of forming a small pile of the accepted standard and another of the talc to be tested alongside of it, on a piece of white or blue paper. Then by pushing the heaps close together and flattening them with a spatula so that the contact between the two is a straight line, any difference is more apparent. For closer matching, the talcs may be moistened with turpentine which accentuates any difference in shade. Any difference in colors shows up in every shade of face powder. There have been instances when it has been impossible to match a shade using the same lakes and pigments in a talc different than the one on which the standard shade had been set up. Under those circumstances it has been found necessary to set up a new standard shade or resort to the use of one or more new lakes or pigments or both.

**SLIP.**—Slip is the term applied to the relative greasiness or smoothness of talc and is a very desirable characteristic. It may be determined by rubbing between the fingers or in the palm of the hand. Coarse particles affect the test adversely and their presence may be gauged by applying the talc to the forearm, just above the heel of the hand. Then holding it in direct sunlight or by the aid of a magnifying glass. Any "shiners" are also rendered more visible. Literally these "shiners" glisten on milady's nose in direct sunlight, and figuratively some are so large and have edges sharp enough to scratch that same proboscis on application, or later in a stiff breeze.

**GRIT.**—Grit may be simply over-sized, insufficiently ground talc. More frequently it is a siliceous or other impurity. The impurities referred to earlier are without exception harder than talc, so more resistant to grinding to a fine powder than talc. It costs money to get desired fineness, for the miller must either slow up his grinding equipment by grinding the softer talc to an impalpable powder to get the impurities to desired fineness, or else provide elaborate sifting or bolting equipment when the coarse impurities are to be removed as tailings.

A fair idea of the relative amount and coarseness of grit in talc can be obtained by placing portions first of one then the other on the tongue and rubbing the talc between the teeth. A more satisfactory method which is practically quantitative is to run the following flotation test. Pour 250 cc. water into a 400 cc. beaker and make a mark on the beaker to indicate the water level. Weigh 10 grams of talc into the beaker and fill to the mark with water. Stir vigorously with a stirring rod, then let settle for exactly one minute and pour off the cloudy water. Repeat this process (usually ten to fifteen times is sufficient) until the supernatant water at the end of the minute can be poured off practically clear. Place the beaker on a steam bath, then in

an oven until thoroughly dry. Brush out the settled grit onto a tarred watch crystal and weigh. Calculate to percentage. Three or four talcs may be run simultaneously to conserve time.

By saving and labeling the samples of settled grit in small screw-cap jars, a library can be accumulated that is of considerable help in evaluating future samples of talc as to quantity of grit, presence or absence of "shiners," and, with the aid of a microscope, the particle shape. Then too, any extraneous dirt shows up in a manner which is impossible to attain in any other way.

**SPECIFIC GRAVITY.**—The specific gravity of talc as such is of little value. The apparent density i. e., the ratio of weight to volume, is of value, however, and is readily determined. A tared 100 cc. cylinder is filled to the mark and weighed, always under identical conditions. A copper funnel having a wide mouth that will just slip into the top of the cylinder is useful for filling to the mark. Obviously less of a fluffy talc than of a coarser, denser talc is required to fill any given container, be it a talc can or jar, face powder drum, or dusting powder box. Obviously, too, or perhaps not so obviously, the more finely powdered the talc, the greater the amount of color required, whether it be lake or pigment, to obtain or retain the desired shade of finished powder.

The weight to volume also is a good gauge of the fineness of grind, as shown in the table below giving three grinds of the same talc. The first is finer than the usual 200 mesh grind, 99.5% of which will pass 200 mesh and fully 90% of which will pass a 300 mesh screen. The second is ground finer still and practically all will pass 25 Swiss silk bolting cloth. The third is "bag-house" dust which is the last to be recovered in the air separation process and the fineness is greater than can be measured by the finest sieve available (350 mesh).



ONE OF THE LARGEST TALC MINES

Sample Number	Color	Density g. per 100 cc.	Slip.	Grit %	"Shiners" "Mica"	Alkalinity
A	Beautiful	46	Excellent	6.11	None	1.10
B	Slightly gray	60	Fair	13.91	Very bad	13.66
C	Slightly greenish gray	54	Good	9.60	None	1.45
D	Good—cream cast	49	Good	10.80	None	1.25
E	Excellent	57	Good	11.78	Some	14.75
F	Slightly gray	43	Excellent	5.92	None	2.62
G	Slightly gray	49	Excellent	7.83	A few	6.60
H	Slightly gray	48	Good	4.05	None	4.78
I	Dirty gray	50	Good	8.39	None	1.90

Sample No	Density grams per 100 cc.	Grit	Alkalinity "Lime"
1	53 grams	19.18%	1.25%
2	49 "	10.88%	0.82%
3	30 "	3.95%	0.60%

Note that the figure for grit falls with the increased fineness or fluffiness. At the cost of getting ahead of the story the "lime" figure which will next be discussed is included. This figure falls as the fineness increases confirming the earlier statement that impurities are without exception harder than talc and resist grinding. Accordingly, more lime is present in the coarse than in the more finely ground material.

**LIME.**—The presence of lime, calcium carbonate and other alkaline salts is ruinous to costly perfumes in delicately scented face powders. Then too, especially in baby powders, it may cause discomfort on application. "Lime" content may be determined by the following rapid method. Analytically it does not determine the lime alone but includes the total of alkaline salts, yet it is reliable for purposes of comparison. Weigh one gram talc accurately and transfer to a 200 cc. Erlenmeyer flask. Wet down with 50-75 cc. water, then add 35 cc. N/10 sulfuric acid from a burette. Bring to a boil and boil one minute, cool slightly and back titrate with N/10 potassium hydroxide, using phenolphthalein indicator. Each cc. of N/10 sulfuric acid consumed is

equivalent to .005 gram calcium carbonate. This alkalinity figure calculated as calcium carbonate, varies between very wide limits. The highest that has been analyzed ran 21.80% while the lowest ran 0.31%.

Actual calcium carbonate, calcium sulfate, iron oxide, acid soluble and loss on ignition may all be determined readily. However, they do not elucidate the picture sufficiently to warrant their determination in ordinary routine work.

The above table conveys some idea of the wide variation in talcs offered for cosmetic purposes:

"A" is a Siberian talc quite suitable for any purpose. "B" and "C" are Canadian talcs. "B" is entirely unsuitable for use due to high grit (or more accurately, coarsely ground talc and impurities), alkalinity and quantity of "shiners," while "C" is satisfactory. "D" and "E" are Western talcs, chosen from the many analyzed to show one entirely suitable and one unfit for use. "F" and "G" are Italian talcs showing quite a wide variation, but both suitable for use except in the most exacting work. Note that the Italians are smart enough to grind the talc quite fine as evidenced by the weight to volume and low grit figures. "H" and "I" are French talcs. "H" is suitable for some work and "I" would be suitable for tinted products, but due to the dirty gray cast, is out of the question for use in untinted work.



CONSIDERED AN IDEAL LAYOUT

## DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

**T**HE addition of 1% of sodium perborate to the usual bath salt ingredients will produce a novel effect. Nascent oxygen, such as is released by sodium perborate, is a good antiseptic and germicide. Use a sodium perborate stabilized with magnesium silicate. This is readily obtainable on the market. Sodium carbonate or any alkali accelerates the decomposition of the perborate.

### Sun Tan Oil

A 2% solution of quinine oleate or bisulfate in peanut oil makes a suitable preparation to be sold under this name. Any vegetable oil can be used in place of peanut oil. Cod liver oil can be admixed with any vegetable oil and give a good preparation, but must be carefully perfumed to mask the fishy odor of the cod liver oil.

### Deodorant Powder

Mixtures of titanium oxide or zinc oxide along with boric acid and talc in equal proportions will give a suitable powder that possesses deodorant properties. It can be perfumed.

### Bleach Cream

Mix 12% of a compound mixture of glyceryl monostearate and diethyloleoyl-aminoethyl acid water with 3% of 30 vol. hydrogen peroxide, 70% water, and 0.8% of organic acids (0.5 salicylic, 0.2 citric, 0.1 lactic) along with various proportions of mineral oil, spermaceti, lanolin and glycerine to obtain a superior bleach cream. The hydrogen peroxide is best added when the cream is cool. The cream should be suitably preserved.

### To Soften Tanned Skin

Glycerine and rose water is a very good preparation for this purpose, but since the rose perfume is so common, it is suggested that orange flower water be used to replace the former. A little tincture of tolu can be added to the glycerine just before mixing with the water. The latter produces a milky product.

### Creams With Aesculin

Anti-sunburn cream made from a vanishing base can contain 5% of the alkaloid aesculin. The alkaloid is very soluble in hot water, especially so in one containing alkali. Some claim this type of cream to be better than the average run of creams.

### Hair Setting Lotion

The addition of about 10% isopropyl alcohol to the usual hair setting preparations will hasten drying, and act as a preservative as well. Isopropyl alcohol can likewise be used as a hair tonic base or dry shampoo.

## Perfumery & Cosmetic Institute Code

(Continued from Page 227)

styles, patterns, slogans or other marks of identification of competitors whereby purchasers or prospective purchasers might be misled or deceived and the business of such competitors injuriously affected.

Rule 12. The members of the industry agree that they will not induce or attempt to induce the breach of a contract between a competitor and his customer during the term of such contract nor will they entice a competitor's employee from his employment so as to interfere with a competitor's business.

Rule 13. The members of the industry agree that they will not interfere with a competitor's business by falsely imputing to such competitor dishonorable conduct, inability to perform contracts, questionable credit standing or by falsely disparaging the grade or quality of his goods.

Rule 14. The members of the industry agree that they will not circulate threats of suit for infringement of patent or trade mark among customers of a competitor unless such threats are made in good faith and not for the purpose of harassing and intimidating customers. Where the owner of a patent or trade mark in good faith believes that the same has been infringed he shall first deal with the alleged original infringer rather than with the customers of said infringer.

Rule 15. The members of the industry agree that they will perform contracts either written or oral in letter and in spirit and will not, as sellers repudiate contracts on a rising market or as buyers repudiate same on a declining market.

### E. STATISTICS

The members of the industry shall furnish statistical information as follows:

(a) The cost of production of articles manufactured, based upon standard and approved cost accounting methods.

(b) Number of employees, hours of labor and wages.

(c) Inventories of raw materials on hand.

(d) The amount in dollars and cents of unfilled orders on hand.

The Perfumery & Cosmetics Institute, Inc. is hereby appointed as agent for the purpose of collecting the statistical information aforesaid and shall not be limited by the aforesaid enumeration of the kind of statistics required but shall be permitted to obtain such other statistics provided the same be requested of all members of the industry of a class, that is to say, of all manufacturers, or of all wholesalers, as the case may be.

### F. GENERAL

No provision in this code shall be interpreted or applied in such manner as to promote monopolies, permit or encourage unfair competition, or eliminate, oppress or discriminate against small enterprises.

### G. APPLICATION OF NATIONAL INDUSTRIAL RECOVERY ACT

Rule 16. The members of the industry agree that failure on the part of any member of the industry to observe the provisions of this code shall be an unfair method of competition and a violation of the National Industrial Recovery Act.

### H. EFFECTIVE DATE

This code shall take effect ten days after its approval by the President.



# Study of Certain Aldehydes\*

*Constants of a Number of Important Materials*

*Determined by R. P. Michelet,*

*Chief Chemist of Descollonges Frères, Lyon, France*

THIS investigation of the alpha alkyl cinnamic aldehydes is divided into three parts. The first part consists of an introduction in which the author gives the plan of his work, followed by a history of the various methods previously employed in aldehyde condensation. It is concluded by a thorough review of the aldol condensation and the ethylenic aldehydes formed by the elimination of a molecule of water. The methods of preparation of individual aldehydes required for the research are also described, including many fatty aldehydes of high molecular weight, some of which have not been accurately characterized before.



R. P. MICHELET

Table I gives the constants of some of the higher aldehydes described by the author.

The second part deals with the preparation of the alkyl cinnamic aldehydes and gives explicit directions for the preparation of the series beginning with the methyl derivative through the alpha decyl cinnamic aldehyde. The following points are emphasized:

1. The nature and character of the catalyst.
2. The temperature of the condensation.
3. The time of the condensation.
4. The solvent used.
5. The rate of addition of the aldehyde.
6. The efficiency of agitation.

The most important member of this series commercially is the alpha amyl cinnamic aldehyde. The commercial product frequently contains oenanthylenedene-oenanthal formed by the condensation of two molecules of heptyl aldehyde. Alpha amyl cinnamic aldehyde does not react with sodium bisulfite in the cold but reacts after several hours boiling with a saturated solution. The aldehyde is easily regenerated from the sulfite addition product. It is characterized by its oxime which occurs in small white prismatic crystals melting at 73°C (crystallized from petroleum ether) and the semicarbazone colorless crystals melting at 117.6°-118°C

Table I

	Boiling Point	Specific Gravity	Refractive Index
(N) Heptylic Aldehyde	152° C at 750 mm	0.8226 at 15°/15° C 0.8203 at 22°/4° C	1.4156 at 20° C
(N) Octylic Aldehyde	40° C at 2.25 mm		1.4191 at 22° C
(N) Nonylic "	49.5° C at 2 mm 56° C at 3 mm	0.8215 at 22°/4° C	1.4229 at 22° C
(N) Decylic "	71° C at 2.25 mm	0.8251 at 19.5°/4° C	1.4273 at 21.5° C
(N) Undecylic "	81° C at 2.25 mm	0.833 at 15°/4° C	1.4335 at 14° C
(N) Undecylenic "	91°-92° C at 2.75 mm	0.840 at 22°/4° C	1.4417 at 22° C
(N) Dodecylic "	98° C at 3 mm	0.8268 at 22°/4° C	1.4340 at 22° C
(N) Tetradecylic "	115° C at 3.5 mm	0.827 at 22.5°/4° C	1.4382 at 23° C

Table II

Aldehyde	Molecular Weight	Boiling Point	Specific Gravity	Refractive Index
α Methyl Cinnamic	146	99.5° C at 2½ mm 105° C at 4½ mm	1.0374 at 18.8°/15° C	1.6043 at 18.5° C
α Ethyl "	160	98° C at 2½ mm 108.5° C at 5 mm	1.0103 at 24.5°/4° C	1.5860 at 24.5° C
α Propyl "	174	103° C at 2.75 mm	.9958 at 19°/15° C	1.5753 at 16° C
α Butyl "	188	112°-113° C at 2.75 mm 127° C at 6 mm	.980 at 14.6° C	1.5644 at 14.6° C
α Amyl "	202	128° C at 2.75 mm 141.5° C at 5.5 mm	.9702 at 16.2°/4° C	1.5580 at 16.2° C
α Hexyl "	216	143°-144° C at 4 mm 154°-155° C at 6.5 mm	.945 at 20.5°/4° C	1.5391 at 21.5° C
α Heptyl "	230	164°-165° C at 6 mm	.940 at 17°/4° C	1.5362 at 17° C
α Octyl "	244	148.2° C at 2.75 mm	.935 at 18°/4° C	1.5345 at 19.2° C
α Nonyl "	258	163°-164° C at 2.75 mm	.940 at 15.7°/4° C	1.5353 at 15° C
α Decyl "	272	164.5° C at 2.5 mm	.9327 at 22°/4° C	1.5300 at 22° C
α Nonenyl "	256	168°-169° C at 2.5 mm	.9505 at 16°/15° C	1.5450 at 15° C

All the above aldehydes have more or less characteristic odors, which the author has attempted to describe.

(crystallized from benzene). Oenanthylidene-oenanthal, the common impurity of alpha amyl cinnamic aldehyde, boils at 114° C at 3 mm and has a specific gravity of .8466 at 17.8°/4° C and a refractive index of 1.4600 at 17.8° C. The presence of this impurity is shown by a lowering of both the refractive index and specific gravity of the alpha amyl cinnamic aldehyde when present in appreciable quantity. It can be separated by fractional distillation, appearing in the first runs.

Table II gives the constants for the alpha alkyl cinnamic aldehydes.

The third part deals with the reduction of the aldehydes to alcohols by three methods.

1. Reduction with zinc amalgam and hydrochloric acid.

2. Reduction with a nickel catalyst but at ordinary and reduced pressures.

3. Reduction of the di ethyl acetal of the aldehyde with a reduced nickel catalyst.

The alcohols formed from the different aldehydes are described and their constants given.

A similar series of aldehydes are also studied using furfural in place of benzaldehyde yielding alpha alkyl furfural acroleins. The series includes all the n. alkyl derivatives from the methyl through the n.  $\alpha$  decyl furfuralacrolein. The constants for this series are also given.

\* Abstracted and Reviewed by Dr. Harvey A. Seil, New York.

### Soft Soaps

Benjamin Levitt (*Manufacturing Chemist*, June 1933, p 177) writes authoritatively on soft soaps. The author discusses wartime practices in the manufacture of "fig soaps," variations and present technique. Several formulas are given.

### Raw Material Production Lower

PRODUCTION of flavors and perfume materials in the United States declined 24 per cent in 1932 as compared with 1931, according to figures compiled by the United States Tariff Commission. Production of flavors in 1932 amounted to 1,865,910 pounds while production of perfume materials amounted to 441,052 pounds. The combined production in 1931 (separate statistics are not available) was 3,034,000 pounds. Sales and unit value also declined sharply in 1932.

The following table shows production, sales and value of flavors and perfume materials in 1932. Detailed statistics for comparison with the previous year are not available.

		Sales		
	Quantity	Value	Unit value	Production
Flavors:	Pounds			Pounds
Coumarin	105,259	\$301,999	\$2.869	110,106
Methyl salicylate	1,083,697	347,869	.321	1,103,324
Vanillin	192,864	847,621	4.395	182,456
Ethyl vanillin	4,106	45,339	11.042	4,792
All other flavors	460,908	562,060	1.219	465,232
Total flavors	1,846,834	2,104,888	1.140	1,865,910
Perfume materials:				
Amyl salicylate	38,992	22,044	.565	40,568
All other	363,735	494,952	1.361	400,484
Total perfume materials	402,727	516,996	1.284	441,052

### Dispersed Phase Flavors in Emulsions

W. Paul Briggs (*Jour. A. Ph.A.*, XXI, 10, 1024) describes a slight modification of the technic commonly employed in flavoring emulsions to improve their palatability.

It has been pointed out that a study of the Pharmacopœias and Formularies of American and European nations reveals the fact that in every case where the Continental method of emulsification is followed the flavoring agent is added to the primary emulsion. This method of flavoring is and has been in general practice since the beginning of the use of emulsions as a means of rendering more acceptable unpleasant drugs.

"Visualize," says the author, "a single droplet of cod liver oil completely surrounded by an immiscible film of acacia and water as the primary nucleus of the emulsion. To this we add methyl salicylate, which is immiscible with the acacia and water film, and therefore cannot mix with cod liver oil at the center. It therefore must remain suspended in the continuous phase or in other words in the water. . . . The odor and taste of methyl salicylate predominates when the emulsion is first swallowed because it is present in the continuous phase. Up to this point the emulsion is quite satisfactory, but when the emulsion state is broken in the stomach, the masking effects of the flavor is lost and the patient, if and when he belches, tastes cod liver oil."

A conclusion is reached that by dissolving a portion of the flavor in the oil before emulsifying, and adding the remainder of the flavor after the nucleus is formed, no loss of palatability at the time of ingestion is observed and in addition the taste of the oil, if belched, is masked by the flavor which was added directly to the oil. Further, no increase in the quantity of the flavor now used is necessary. Only oil-soluble flavors, such as volatile oils, vanillin, etc., should be used in the dispersed phase, although water-soluble substances may be used to advantage in the continuous phase to render the product as a whole palatable.—B. H. SMITH.

### Brushless Shaving Creams

Brushless shaves (*Manufacturing Chemist*, June 1933, p 171) is the name of an interesting article on this type of shaving preparation. Numerous formulas are given. Some notes by Thomas McLachlan, F. I. C., are included in the summary. The notes in this part of the article are possibly of greater interest than the formulas, since the comments by the before-mentioned chemist are of real technical value.

# TRADE NOTES



## June Record Month for Primrose

Adding strength to current indications of improvement in business in the toilet preparations field is a recent report from Primrose House, Inc., New York, which states that last June was one of the best months in the history of the company. According to George H. Voelker, vice-president, volume of business and profits for that month exceeded any other in the company's existence, with the exception of June, 1932, when buying orders jumped considerably just prior to the imposition of the excise tax.

"We have just completed one of the best months, June, 1933, in the history of Primrose House," said Mr. Voelker. "In our opinion it is a further indication of the upward trend in business. June was Primrose's largest month in volume and profits with the exception of June last year when buying conditions were unusual in view of orders placed before the excise tax went into effect."

The fact that the company's business showed such marked improvement in June is more remarkable when it is taken into consideration that June is not an unusually active month in the toilet preparations industry.

## Moller With Princess Pat

Henry J. Moller, formerly sales manager of V. Vivaudou, Inc., New York, has joined Princess Pat, Ltd., Chicago, in a similar capacity. Mr. Moller has been connected with sales promotion of perfumes and cosmetics for more than twenty years, and is well known to the trade. For many years he was in the Eastern sales and export department of the Andrew Jergens Co., Cincinnati, and later became associated with the Alfred H. Smith Co. When this company was merged with V. Vivaudou, Inc., in 1924, he entered the sales division of the latter.

## Halitosine Company to Enlarge Plant

The Halitosine Co., St. Louis, contemplates the erection of a two-story warehouse adjacent to its plant at a cost of approximately \$40,000. The company has recently added twelve new employees to its personnel, and announces the establishment of a branch plant in Havana, Cuba.

## Mlle. Arvoy Married

Mlle. Maryse Stevens Arvoy, daughter of Mme. Arvoy, one of the principals of the Paris house of Corday, was married recently to Max Louvet, public works engineer. The ceremony was performed in Paris. We extend congratulations and best wishes.

## Maison Jeurelle Moves to New York

Executive offices of Maison Jeurelle, Inc., manufacturer of the "Seventeen" line of toilet preparations, have been transferred from Chicago to New York where spacious quarters have been leased in the Fred F. French building, 551 Fifth avenue. Appropriately enough, the company is located on the seventeenth floor of the building. Included in the office layout are private offices for Frank Head, general manager; A. R. Sundseth, assistant to Mr. Head, and Miss Irene J. Parrott, who is in charge of demonstrations. Miss Parrott, formerly associated with Dorothy Gray Co., Ltd., and several department stores in New York, joined Maison Jeurelle last month.



FRANK HEAD

Arrangements are being made at this writing to install an attractively appointed display room in the offices. It is expected to be completed by the end of this month.

The move to New York is a major step in a new policy inaugurated by Maison Jeurelle, according to Mr. Head. Plans are under way, he said, to weed out all the deadwood among the company's accounts and to place its merchandise only in selected retail outlets. Branch offices are maintained in Chicago and San Francisco to serve the trade in those sections.

## Prince Matchabelli in Europe

Prince Georges Matchabelli, head of Prince Matchabelli Perfumery, Inc., New York, is spending several weeks in Europe on a business trip. He sailed last month on the *Ile de France* to preside over a meeting of the stockholders of the company in Paris on June 28. He will go to London for a brief visit before returning to this country late this month.

## La Gerardine, Inc., Moves

La Gerardine, Inc., manufacturer of "La Gerardine" hair preparation, is now occupying larger offices in the Commerce building, 155 East 44th street, New York. The company was formerly located in the Chanin building, but increased business forced it to expand its office space. A factory is maintained in Brooklyn.

## McK & R Liquidates Bank Loans

McKesson & Robbins, Inc., one of the country's largest manufacturers and distributors of drug and allied products, has liquidated all of its outstanding notes payable and bank loans as of June 28, such outstanding indebtedness having amounted to \$2,750,000 on June 30, 1932. In addition to paying off all bank indebtedness, the company, during the first five months of the year, acquired \$700,000 par value of its outstanding debentures in the open market.

The liquor distributing department of the organization has been unusually active during the past few months and the demand for this product has recently registered a sharp increase. The management has entered into contracts with foreign manufacturers of liquors, wines, etc., for the importation of these products into the United States as soon as the law permits such operations. The company is also carrying on extensive operations in the distribution of both foreign and domestic beer.

## W. C. Weeks in Seattle

Presaging the largest sales promotion and aggressive merchandising campaign ever placed behind a face powder, William C. Weeks, vice-president of the Armand Co., Des Moines, recently arrived in Seattle. He conferred in the Puget Sound metropolis with Harry Sawdon, the Northwest representative of the Armand Co., as well as with prominent drug and department store buyers and managers over the "Symphonie" face powder that will be featured in this new campaign to cover the Coast.

## Storfer Returns From France

Benson Storfer, president of Parfums Corday, Inc., New York, returned recently from a business trip to France where he spent several weeks conferring with officials of the home office of Corday and visiting friends in the trade in Grasse. While in Paris Mr. Storfer assisted in moving the Corday office to larger and more elaborate quarters at 12 Rue de la Paix.

Mr. Storfer also visited the Corday factory at La Garenne-Colombes and spent some time at the plant of Parfums Forvil, Nanterre, on behalf of Storfer Laboratories which represents Forvil in this country. He was impressed by the size and equipment of this plant, which he said was one of the most efficient he had seen in France.

While in Grasse, Mr. Storfer talked with principals of several perfume material houses, and found them optimistic regarding the future of business. They were of the opinion, he said, that prices of jasmin and other flower oils would pick up in the near future and stimulate this business in Southern France.



BENSON STORFER

## Dill Co. Elects Officers

At a recent meeting of the directors of the Dill Co., Norristown, Pa., E. L. Brendlinger was elected president and treasurer. Aaron S. Swartz, Jr., a new member of the board, was named vice-president, and M. F. Benner, secretary and assistant treasurer.



E. L. BRENDLINGER

Mr. Brendlinger is too well known to our readers to require an introduction, having given much of his time to the Flavoring Extract Manufacturers Association in legislative and other work, and having served as its president for two years. Mr. Swartz is a prominent attorney in Norristown and president of the Montgomery Bar Association. He is not actively connected with the company. Mr. Benner has been connected with

the Dill Co. for a number of years.

We are advised by the company that New York and Chicago offices have been opened, that in New York being located at 130 West 42nd street under the management of Herbert I. Slifer; and that in Chicago at 2219 Tribune Tower under the management of G. R. Van Kampen.

The Gotham Advertising Co. has been appointed advertising agent.

The re-organization of the company's officers follows the death about a year ago of Norvin S. Wile, who had been vice-president and treasurer.

## MacDonalds Back From Trip

George R. MacDonald, New England representative of Ungerer & Co., New York, who has been working out of the New York office since last September, returned recently from one of his periodic business trips through the New England States. With him was Mrs. MacDonald, the former Esther Herman, to whom he was married in April, and the trip was somewhat in the form of a second honeymoon, with the couple being pleasantly entertained by Mr. MacDonald's friends in Boston.

## Bush Back From Trip

John F. Bush, Jr., vice-president of the Puritan Soap Co., Rochester, N. Y., recently returned from a three weeks' trip to the Pacific Coast and mountain states. Mr. Bush reported business in the Far West as showing a rapid improvement. His own company's sales during June were 68% ahead of those of June, 1932. The company is the oldest manufacturing enterprise in Rochester, having been founded in 1823.

## Organizes Cosmetic Company

The Thomas Moon Co. was recently organized for the manufacture of toilet preparations with offices at 180 N. High street, Columbus, O. Thomas C. Moon is president and general manager. The company also has offices in New York City.



## United Drug Announces Debt Moratorium

Declaration of a moratorium on debts, designed to strengthen the credit position of retail drug stores throughout the country, has been made by the United Drug Co., Boston. The plan provides for the "freezing in" of every dollar owed to the United Drug Co. by retail druggists on May 31 and the liquidation of these debts through an instalment plan.

Louis K. Liggett, president of the company, in a letter addressed to all Rexall stores, except representatives of the United Drug Co., urged the druggists to support the National Recovery Act and expressed the belief that solution of credit problems is resulting in a freer flow of merchandise.

"Our records show that about 47 per cent of retail dealers need help," the letter stated. "We are asking these for a simplified balance sheet showing sales, operating expenses, etc. These will be studied by a committee and an instalment plan for payment of all old debts will be developed in each case. There will be an interest charge of three per cent per annum. The object of the plan is to place every Rexall store in a position to pay for June purchases on July 15 and take the cash discount."

## Nelson Represents Northam Warren

We have been advised that Robert S. Nelson has been appointed sales representative of the Northam Warren Corp. in the territory including Philadelphia, Washington, Baltimore and Pittsburgh. He was formerly connected with the Lambert Pharmacal Co.

## Field Preparations at Fair

One of the interesting displays at the "Century of Progress" Exposition, not only from the standpoint of mechanical progress, but of quality of materials and beauty in design, is the bathroom group in the Kohler of Kohler exhibit. The bathroom cabinet in this display holds a complete display of "Americe" beauty preparations, which are created by Lanchere and sponsored by Marshall Field & Co., Wholesale, Chicago.

Outstanding among the interesting items on display in the Kohler bathroom cabinet is the "Americe" facial masque which is a preparation containing fresh strawberry juice as an aid to desquamation. In this line of beauty preparations, progress has also been made in the mechanics of the lipstick container. The "Americe" lipstick is a one-hand container. The pencil comes out and the covering is removed with one operation. The brass metal case is finished in two shades of green enamel and the case is refillable. The "Americe" display in the Kohler exhibit is a complete line of beauty preparations.

## McCormick & Co. Expansion Plans

In a recent interview concerning business conditions, Charles P. McCormick, president of McCormick & Co., Baltimore, stated that for the past six months his company had been building and expanding on a sound practical basis in anticipation of future business. Since the first of the year \$100,000 has been spent in research and new factory equipment, and 98 per cent of the old employees have been re-employed. "If business continues in proportion to our expansion plans, and I see no reason why it shouldn't, we should be able to employ at least 20 per cent additional employees during the coming six months," said Mr. McCormick.

In line with the company's expansion program, a meeting was held in the Baltimore office the week of July 3 for the 25 division managers in order to acquaint them with the new selling and merchandising plans to be put in operation in anticipation of increased business. Sessions were held daily, and each department head was given ample time to present new plans and suggestions. A tour of inspection of the plant was made to acquaint them with the new equipment that had been installed since their last visit. On July 8, George M. Armor, vice-president, and Fletcher H. Long, spice buyer, spoke on the Industrial Recovery Act and the effect it would have upon the company.

Over the Fourth of July, the division managers, their families and employees of McCormick & Co. were taken on a boat trip to Yorktown and Williamsburg. On Thursday evening, July 6, a get-together dinner was held at the Chesapeake Club for the four governing groups of the company, the senior board of directors, the junior executives, the division managers and the factory executives.

Two awards of merit, gold lapel buttons of the "Bee" trade mark, were presented to Thompson Wilson and J. D. Wheeler, division managers, for outstanding service during the year.



BOAT TRIP OF MCCORMICK & CO. DIVISION MANAGERS. ARROWS INDICATE (RIGHT) C. P. MCCORMICK, PRESIDENT, (LEFT) GEORGE M. ARMOR, VICE-PRESIDENT

### Ansehl Company Incorporated

The Benjamin Ansehl Co., cosmetics manufacturer, St. Louis, has taken out corporate papers for \$30,000. The company is headed by Benjamin Ansehl, and has been manufacturing cosmetics and pharmaceuticals for several years. An increase in business recently necessitated the company's acquiring 10,000 additional square feet of floor space and adding to its employment roster.

### Yardley at "Century of Progress"

A feature of interest at "A Century Of Progress" is the booth of Yardley & Co., Ltd., of London. Yardley is one of the few British firms exhibiting, and has a permit to sell merchandise.

The booth, which is twenty feet long by fourteen feet wide, is decorated in cream and gold. There are two pylon sides at each end of the booth; two of these show the Queen's arms and two the Prince of Wales'



crest. At each side of the booth is a depthograph of the famous Yardley trade mark, the lavender sellers on London Bridge, taken from a picture by Wheatley, one of a series of thirteen pictures of London cries.

The merchandise is shown in glass display cases lit from below by subdued lighting. Different groups of Yardley products are displayed, including a perfume new on the American market, named "Fragrance." The merchandise is sold by four pretty girls of the English type who wear Bergdorf Goodman model gowns.

### Dejonge Establishes New Department

Louis Dejonge & Co., New York, has established a new department which will handle the new gift wrapping papers produced by the company. The new division will be under the supervision of William Meeker. The papers are of fancy design, intended especially for the holiday season, and come in sheets of 20 in. by 26 in. folded into a package of four sheets about 10 inches square, and also in rolls.

### Gartlan Resigns from Pinaud

Joseph V. Gartlan, sales manager for Pinaud, Inc., New York, and connected with the house of Pinaud for thirty-five years, has resigned. Mr. Gartlan has not yet made plans for his future activities. For the present he is taking a vacation, his first in six years.

### Shedd Vice-President of Marshall Field

Harrison P. Shedd, for the past thirty-seven years a member of the Marshall Field & Co. organization, Chicago, was elected a vice-president, on June 28, it was announced by president John McKinlay. Mr. Shedd has been general manager in charge of the wholesale division of the company since April 21, of this year. A nephew of the late John G. Shedd, for many years head of Marshall Field & Co., he has spent almost his entire life in merchandising work. As a boy he worked in the department store of J. A. Stone in Grinnell, Ia. In 1896, at the age of twenty, he entered the employ of the wholesale neckwear department as a salesman. In the fall of 1897, he was transferred to the New York branch of the wholesale as a notions buyer.

Mr. Shedd spent about a year in India in 1904 studying burlap and jute connections. In 1912 he was placed in charge of the acquisition of the first mills and other manufacturing activities of Marshall Field & Co., since which time he has been in complete charge of all manufacturing activities of the corporation.

Mr. Shedd has announced the appointment of Arthur E. L. Westphal as manager of the operating and service divisions. This is one of the earliest major moves of the new management of this firm in its aggressive policy of expansion of its service to the retail merchants of the country.

Mr. Westphal has the enviable reputation of being one of the really outstanding men in his field of service organization. His early experience was with Wm. Filene Sons in Boston. He is a graduate of Trinity College, Hartford, Conn. At the opening of the war he spent 13 months in France and won the Distinguished Service Cross. For the 14 years prior to his joining Marshall Field & Co., Mr. Westphal held executive positions as operations manager in Chicago.

### Olo Soap Co. Moves

The Olo Soap Co., Beaver Dam, Wis., has moved into larger quarters in the Western Malleables building, that city. The company, which was started four years ago, is distributing its products now in Wisconsin, Michigan, Iowa, Illinois and Minnesota. Products manufactured include "Olo" soap powder, soap wall cleaner, shampoo, hand clay and floor cleaner. A. C. Klatt is president of the company; Fred and Clara Raeder, vice-presidents; R. J. Klatt, secretary; Harry Horgan, assistant secretary, and Otto Klatt, treasurer.

### Clark Back from Air Trip

Samuel H. Clark, president of Whittaker, Clark & Daniels, Inc., New York, recently returned from California where he went in quest of minerals. This was his second trip by plane within five months. Mr. Clark traveled via United Air Lines, covering eight cities and flying over 22 states, covering in all 6,500 miles and all within a period of 14 days.

He was able to secure an excellent bird's eye view of activity in plants throughout the entire country, and noted that night activity was very prevalent, as evidenced by the lighted factories over which he flew at night.

## Drug, Inc., Units Separated

Reorganization of Drug, Inc., which will result in the dissolution of the \$150,000,000 holding corporation and the re-establishment of its five principal operating subsidiaries as independent companies, has been recommended by a unanimous vote of its board of directors. A special meeting of stockholders has been called for August 7 in Wilmington, Del., to take action on the proposal.

The companies which will emerge from the reorganization as independent units are Sterling Products, Inc., United Drug Co., Bristol-Myers Co., Vick Chemical Co., and Life Savers, Inc.

The segregation proposed by the directors will reverse the process by which Drug, Inc., with its subsidiaries, became the largest manufacturing and distributing organization in the drug industry. Formed in 1928 through a combination of Sterling Products, Inc., and United Drug Co., Drug, Inc., subsequently acquired Bristol-Myers, Vick Chemical and Life Savers.

Upon consummation of the proposed plan, shareholders will receive pro rata for each ten shares of Drugs, Inc., capital stock a total of fourteen shares of stock in the new corporations divided as follows: 5 shares of Sterling Products, 4 shares of United Drug, 2 shares of Vick, 2 shares of Bristol-Myers, 1 share of Life Savers. The shares in the new corporations have been allocated with due regard to the earnings and assets of the above-named units.

A. H. Diebold, president of Drug, Inc., in a letter which is being prepared for mailing to stockholders, outlines the following reasons for the proposed reorganization: "The plan of reorganization has been the result of careful study for some considerable time, and your directors have come to the definite conclusion that the interests of the stockholders of Drug, Inc., will best be served if the proposed segregation is carried out."

## Cosmetic Laboratories, Inc., Organized

Cosmetic Laboratories, Inc., has been incorporated by E. J. O'Connor with headquarters in St. Louis. The new corporation is the manufacturer of a liquid hair remover that is marketed under the trade name of "Voo." Plans call for the marketing of this product on a national scale, and it is being marketed and manufactured in the plant of Beatrice Mabie, Inc., at the same address. It is expected that fifteen persons will be employed by the concern this Summer and more at a later date.

## Premier Laboratories Moves to Trenton

Premier Laboratories, Inc., manufacturer of perfumes and cosmetics, is moving from Linden, N. J., to Trenton, where a lease has been taken at 26 East Front street. Operations will be started about August 1. H. W. Singer, president of the company, has already moved to Trenton.

## New Cosmetic House in Wichita

Scientific Laboratories, Inc., has been established at Wichita, Kan., and has started operations in a plant at 104 North Hillside street. Charles Woodring, who has been connected with the toilet preparations industry on the West Coast, is head of the new company.

## Congratulating Mr. and Mrs. Newman

Mr. and Mrs. Samuel M. Newman, of Milwaukee, celebrated their 55th wedding anniversary June 9. Mr. Newman was a traveling salesman for the Palmolive Co. for 44 years and is now retired. The couple has lived in Milwaukee ever since they were married. They have one son, two daughters, three grandsons and two granddaughters.

## Bristol-Myers Exhibit at Fair

A gleaming chromium-plated star revolving atop a high staff in the General Exhibits Pavilion at "A Century of Progress Exposition" is beckoning thousands of visitors daily to the "Ipana" exhibit of the Bristol-Myers Co., a photograph of which is shown below. The exhibit is "T" shaped measuring 80 feet long, 20 feet



deep, with the extension 20 feet long by 18 feet wide.

Artists, engineers, scientists and showmen have collaborated to make this exhibit one of special appeal to the World's Fair visitors. Here reigns the "queen of dental charm"—Miss Ipana. Here also one may receive valuable hints on dental hygiene. A continuously projected motion picture tells the story of dental care.

But the main attraction of this engrossing dental pageant is the tooth paste tube assembly plant which stages for the visitors the first public demonstration in the art and science of turning out tubes of "Ipana" tooth paste. To enact this continuous performance the Bristol-Myers Co. has invested nearly \$100,000 in a manufacturing unit similar to that used in its main plant at Hillside, New Jersey.

Every phase of the process of turning out a tube of "Ipana" is visible—from the manufacture of the tubes from sheets of tin down to the filling and final capping. More than 20 tubes are turned out a minute, and these are sold as souvenirs of the Fair.

## Guck on New York Vacation

O. M. Guck, who is associated with Andrew Jergens Co., Cincinnati, doing production work, spent his vacation in New York and vicinity renewing old acquaintances. Mr. Guck has many friends in the metropolitan territory on whom he called during his visit. He returned to Cincinnati July 21.

## Golden Anniversary of Julius Schmid, Inc.

A little more than fifty years ago a German immigrant boy with a total capital of \$23 arrived in this country at the age of 17, seeking his fortune. During the first two or three months, Julius Schmid tells us, the boy had fourteen or fifteen jobs, some lasted a day or two, and one a whole week. Finally he got a job with a druggist who kept dogs. Schmidt's job was to take care of the dogs, but he possessed, in addition to a desire and intention to succeed, an innate curiosity which prompted him to inquire, sometimes to the druggist's annoyance, the reasons for everything.

One day, he noticed the skin cover on a bottle of perfume and inquired what it was and what it was for. The druggist knew it was a capping skin and little else, but young Schmid was not satisfied. He had to investigate and what he found was the foundation for a world-wide business in the cosmetic and allied fields. He found that capping skins were made chiefly from the outer covering of the blind intestine of the ox and that most of them were imported. Here was the idea on which he founded his business and shortly after, in 1883, he took his first order from the drug house of McKesson & Robbins. Soon, he was not only supplying a large share of the market for these skins, but had built up an excellent export business as well.

From this beginning to an expansion into other allied lines was only a step, and now, fifty years after the business was started, it is a world-wide enterprise with branches in all the principal merchandising centers and a large staff of satisfied employees, manufacturing not only capping skins, but rouge compacts, lipsticks, eyebrow pencils, etc. These other items were added to the line from time to time as Mr. Schmid's contacts with the trade opened outlets for them and have now come to be a large and steadily growing part of the business.

With Mr. Schmid are now associated his two sons, Carl and Julius, who have been trained through the various branches of the business, but their aid has not brought about any change in his habits of industry and activity. He continues as the active head of the business which just celebrated its golden anniversary. It is a pleasure to congratulate him upon the success of his enterprise and the character and ability which have contributed to its upbuilding.

## Athenia Distributor for "T.Z.L.B."

The Athenia Manufacturing Co., New York, has advised us that it is the sole distributor for "T.Z.L.B." talcum powder which is manufactured by the T.Z.L.B. Talcum Manufacturing Co., of Brooklyn, a company headed by Joseph Fox. The T.Z.L.B. company was recently awarded the right to use that trade mark by the U. S. Patent Office when its registration was opposed by the Crystal Corp.



JULIUS SCHMID

## Continental Increases Working Force

Continental Can Co., Inc., now has in excess of 9,000 employees on its payroll, or 700 more than it employed at the same time last year. Since March 1, it has added 1,000 employees, an increase of 12½ per cent, according to Carle C. Conway, chairman of the board. This improvement is scattered among the company's 38 plants, and applies to practically all sections of the country, but is most pronounced on the Pacific Coast and in New Orleans, Syracuse, Baltimore, Wheeling and Canonsburg, Pa., he said.

"The reaction of the can-making and canning industries to the administration's recently announced economic policies has been decidedly favorable," Mr. Conway declared. "Recently conditions have improved appreciably in these industries. Sales of canned goods by the canners have increased and particularly those on future contracts, in anticipation of higher prices for this year's pack."

## Cosmetic Burglary at Luft Company

During a fire in a dress factory in the building occupied by the George W. Luft Co., Long Island City, on June 26, the storage space of the Luft company was entered and about \$19,000 of cosmetics were stolen. The burglary was discovered by Mr. Luft when he investigated a report that there had been considerable water damage to his stock. Police are endeavoring to trace a connection between the fire and the burglary.

## Velray Formed in New York

Velray, Inc., has been organized in New York, with offices and laboratory at 36 East 22nd street. The new company, which will specialize in the manufacture of perfumes and dusting powders, is headed by Albert Rolls, formerly associated with Storfer Laboratories, Inc., New York. Abraham Appleman, for the last five years general manager of the Ray Sales Co., New York, is secretary-treasurer.

## Aromel Corp. Moves Offices

The Aromel Corp., manufacturer of perfume and a metal atomizer, has moved its offices from 160 East 56th street to 724 Fifth avenue, New York. The new quarters are larger and more attractive than the former offices, and adequate space is provided for laboratory and storeroom. François Nazare, general manager of the company, reports Aromel business has shown a marked improvement in the last two months.

## Clara Ogilvie on Cruise

Miss Clara Ogilvie, of Ogilvie Sisters, Inc., New York, managed to steal away from her office July 10 for a brief vacation. She spent a pleasant week sailing along the New England coast in company with Miss Anne Harris, head of the educational department of Dorothy Gray Co., Ltd.

## Dr. Thomssen in Chicago

Dr. E. G. Thomssen, of J. R. Watkins Co., Winona, Minn., spent a busy week in Chicago recently, trying to combine business and the pleasure of visiting the "Century of Progress."



## Buys Rossville Alcohol Business

Commercial Solvents Corp. has entered into an agreement to purchase from Rossville Alcohol & Chemical Corp. the latter's industrial alcohol business, the New Orleans plants, the plant of the California subsidiary and certain of the current and working assets of the corporation and its subsidiaries, including inventories. The consideration to be paid by Commercial Solvents to Rossville is 105,000 shares of Commercial Solvents stock and cash in the amount of the book value of the current and working assets to be sold. The agreement is outlined in a letter which has been sent to Rossville stockholders, by H. I. Pepper, chairman of the board of Rossville. The assets of Rossville and its subsidiaries not covered by the agreement with Commercial Solvents comprise principally cash, notes and accounts receivable, and the plants at Lawrenceburg, Ind., and Carthage, O., and certain other facilities which may be adaptable to the manufacture and sale of alcoholic beverages.

Approval by holders of a majority of the preferred stock and a majority of the common stock of Rossville was given at a special meeting of stockholders on July 18.

The letter to Rossville stockholders indicates a comfortable working capital position as at May 31, 1933, with net current assets of \$2,473,956. The corporation commenced business on June 1, 1932, as successor to American Solvents & Chemical Corp. through reorganization of the latter. In the twelve months from the date on which the corporation commenced business to May 31, 1933, the indicated net profits have aggregated \$87,704.27. It is pointed out that there have been extreme fluctuations in profits over a period of years and that consideration of the present and prospective competitive position of the corporation and of the industrial alcohol business have led the directors to the opinion that the proposed arrangement with Commercial Solvents Corp. will be advantageous to both the preferred and common stockholders of Rossville.

## D'Escayrac Sails for France

Bernard D'Escayrac, vice-president and general manager of Guerlain, Inc., New York, sailed on the *Paris* July 1 for stay of several weeks in France. He will confer with Guerlain officials at the Paris headquarters of the company, returning here late in August.

## Armstrong on Minnesota Vacation

Dwight Armstrong, manager of the closure department of Armstrong Cork & Insulation Co., Lancaster, Pa., spent his vacation during the early part of July in the wilds of Lake of the Woods in northern Minnesota.

## Stockfleth on Western Trip

Charles Stockfleth, treasurer of the Trade Laboratories, Inc., Newark, N. J., left Newark by airplane July 15 for a sight-seeing trip to Chicago and the "Century of Progress" exposition. He will also spend some time contacting the company's larger accounts in Western territory with D. O. Gunnells, Mid-West manager, returning by steamer through the Great Lakes.

## Webb Sails for Europe

R. R. Webb, treasurer of W. J. Bush & Co., Inc., New York, sailed on the *Albert Ballin* July 19 for his annual visit to England. Mr. Webb will make his headquarters with W. J. Bush & Co. (London) Ltd., and will confer with officials of that house on business conditions and extension of distribution in the United States. He may also make a brief trip to the Paris office, returning to the United States about the middle of August.

## Marriage of C. F. Green

The accompanying photograph shows Mr. and Mrs. Clifford F. Green and her daughter, Norma, while the couple were enjoying their honeymoon in Atlantic City recently. The president of the Emarco Co., of Boston, was married in St. Patrick's Cathedral, New York, on Easter Sunday. Mr. Green has not only joined the ranks



of the benedicts, but has acquired two charming daughters and a son, Marion, Norma, and Theodore, the children of his wife, formerly Louise L. Keating. Mr. and Mrs. Green are making their home at 5 Middlesex Road, Watertown, Mass. Mr. Green's best man was George MacDonald, Ungerer & Co. representative, who was himself married just a week earlier.

## New Kansas City Soap Plant

The Royal Soap Co., Kansas City, Mo., has been organized to manufacture laundry and toilet soaps. It has leased a three-story and basement building at 505 West Fifth street. Dr. D. H. Reeder heads the company with Theodore Offenstein as vice-president, C. W. Reeder as treasurer and Lee Reeder as secretary.

## Rapin to Visit France

Louis Rapin, president and treasurer of Antoine Chiris Co., New York, expects to sail on the *Champlain* August 5 for his annual visit to France, where he will confer with officials of Etablissements Antoine Chiris in Paris and Grasse.

## Baker Extract's New Product

Baker Extract Co., Springfield, Mass., manufacturer of flavoring extracts, has added a new product, "Bexert," to its line. This is an ice cream powder in vanilla and chocolate flavors.

### Death of Mrs. Frank H. Jones

Mrs. Eleanor Maguire Jones, widow of Frank H. Jones, Cambridge, Mass., soap manufacturer, died July 6 at Amityville, N. Y. She was seventy-four years old. A native of South Boston, Mrs. Jones resided in Cambridge the greater part of her life and was active in church circles in that city. She leaves two daughters, a son, two stepsons and a sister.

### Death of Jean B. Maubert

Jean B. Maubert, dean of the perfumers in Grasse, France, and father of Maurice Maubert, of P. Robertet & Cie., died in that city June 28 at the age of 83. Mr. Maubert was born in Grasse in 1849, and from an early age was deeply interested in the perfume raw materials industry. At the age of 18, in collaboration with his cousin, he founded the house of Chauve, which later became P. Robertet & Cie.

Up until a very short time before his death, Mr. Maubert continued his native interest in the affairs of this important house and his work in the technical end of the industry. Noted for his knowledge of perfumes and raw materials, and intensely interested in the affairs of the entire industry, he was always willing to co-operate with his competitors in every effort for the betterment of the trade, although with characteristic modesty he kept his own personality and ability in the background. He enjoyed a place of affection and esteem in the entire trade in Grasse, where his helpful counsel and splendid ability will be missed.

He leaves a widow and son, Maurice Maubert.



THE LATE  
JEAN B. MAUBERT

### Death of Charles Hymes

Charles Hymes, brother of Jacob Hymes, of Hymes Brothers Co., essential oils, New York, died in that city July 14. Mr. Hymes was not connected with the essential oil business. Funeral services were held at Riverside Memorial Chapel, July 16, with interment at Washington Cemetery.

### Contest for Beauty Operators

Two most popular of the hundreds of beauty parlor operators of Seattle were chosen for a trip to Hollywood as the result of a "Melody Cruise" contest in the Northwest city. Winners of the award, determined by maximum votes secured, through cooperation of the Seattle offices of Stenger & Berliner, wholesale beauty supply house, were Mary Sherman and Hedvig Mjorud. Miss Sherman beautifies customers of the Art Beauty Shop, while Miss Mjorud makes them artistic at the Florence-Grace Beauty Shop. Besides winning the cruise on the *H. F. Alexander*, sailing from Seattle on July 4, the girls were also presented with a number of awards by the merchants, such as traveling equipment, brilliant floral corsages, supplies of *bon voyage* candies and other tokens of goodwill, esteem, and best wishes.

### J. V. Pilcher Dead

J. V. Pilcher, president of the J. V. Pilcher Mfg. Co., Louisville, Ky., died in that city, June 21, at the age of 71. Mr. Pilcher was born in St. Louis, where, as a young man, he started his business career with Henry Pilcher Sons', manufacturers of pipe organs, a house founded by his grandfather. Shortly afterward, his family moved to Chicago, living there until the time of the great Chicago fire when conditions forced them to go to Louisville.

In 1885, while Mr. Pilcher was still connected with Henry Pilcher Sons' he organized the J. V. Pilcher Mfg. Co., selling a patented cuff holder, and in 1892 he started producing his "detachable bachelor button." This business was extremely successful, and in 1925 it began the manufacture of vanity cases which has become a very important part of the company's business.

Mr. Pilcher leaves his widow, Mrs. Lucy Ford Pilcher, who will succeed him as president of the company, four children and fourteen grandchildren.

### Death of Miss Anne Cole

Miss Anne Cole, head supervisor of beauty shops for Frankel Smith Co., Boston, passed away June 29 in Grand Rapids, Mich. She had been with the concern for about ten years, and was widely known throughout the country.

### Germany Curbs Retail "Manufacture"

Department and chain stores in Germany must limit their scope to the merchandising of goods made by others and may no longer compete with such independent artisans as photographers, tailors, barbers, etc., according to an order recently issued by the government. The decree also specifies that the stores may not maintain their own bakeries, sausage factories, watch repair and optical shops, furniture factories or circulating libraries. The purpose of the plan is to give more employment to independent small artisans and afford possibilities for a livelihood to keepers of small shops.

### Alcohol Fire Due to Lightning

Lighting during a severe storm June 24 struck one of the storage tanks of the U. S. Industrial Alcohol Co., at Westwego, La., causing a spectacular blaze which destroyed the tank and its contents of about 1,000,000 gallons of denatured alcohol. Excellent work by the fire fighting force and equipment prevented the spread of the flames to other tanks and to nearby buildings.

### Barr Manufacturing Has Fire Loss

The Barr Manufacturing & Importing Co., Tyrone, Pa., lost about \$30,000 in perfumes and cosmetics when fire believed of spontaneous origin swept its plant on the night of June 21.

### Dermay in Larger Quarters

Dermay, Inc., 347 Fifth avenue, New York, has leased larger quarters at that address. The company remains on the same floor as heretofore, but the new room number is 501.

## Foster-Forbes Takes Over Standard

Having acquired nearly all the common stock of the Standard Glass Co., the Foster-Forbes Glass Co., Marion, Ind., will take over its management at once. The Standard Glass Co. is one of Marion's oldest industries, and by the merger of the two plants under one management, numerous economies will be effected which will greatly increase the efficiency of both plants.

It is the intention of the new management to shut down the Standard plant in the near future to repair the furnace and install additional and improved glass making machinery, and upon completion of these improvements and repairs the factory will be put into full operation. Orders on the books of the Foster-Forbes Glass Co., warrant capacity operation of both plants for many months, and the outlook for business in the future is excellent. The company has operated at capacity over the past ten years and, by the addition of this new production, will hold an excellent position in the glass container industry.

## Zimmerman on Vacation Trip

W. F. Zimmerman, treasurer and general manager of Helfrich Laboratories of New York, Inc., left July 15 for a vacation trip by motor. He is driving through Up-State New York to Buffalo and on to Chicago where he will visit the "Century of Progress" and see his relatives and many friends as well as consult with J. H. Helfrich at the offices of Helfrich Laboratories in Chicago.

## Engagement of Emily du Pont

Announcement has been made by Mr. and Mrs. Victor du Pont, of Wilmington, Del., of the engagement of their daughter, Miss Emily Tybout du Pont, to F. Grosvenor Smith, of Wilmington. Miss du Pont was graduated from Miss Walker's School, Simsbury, Conn., two years ago and was introduced to society in December, 1931. Mr. Smith is president of the Delaware Compressed Gas Co., Wilmington.

## du Pont and Armstrong Raise Salaries

Increases in salaries of employees effective July 1 have been announced by the Armstrong Cork & Insulation Co., Lancaster, Pa., and E. I. du Pont de Nemours & Co., Wilmington, Del. The Armstrong pay increase amounted to 5 per cent, while du Pont raised the pay of all salaried employees, except those under contract, 10 per cent.

## Even the Advertisements

We recently had an inquiry from a troubled subscriber asking if we knew of some method or device for the removal of "frozen" glass bottle stoppers. As a confirmed reader of *PERFUMER* advertisements, we knew the answer at once and referred him to the last advertising insert of the U. S. Industrial Alcohol Co., where such a device was described and illustrated. We are not going to describe how it is done, but refer you instead to the same advertisement. Reading the ads is not a bad idea. You can learn something from all of them.

## Cosmetic Sight Seers

We have received a card from A. T. Frascati, of Max Factor & Co., mailed at Camp Curry, Calif., and showing a beautiful view of the Yosemite country. Mr. Frascati says that he is enjoying a trip through that section with Dr. F. A. Marsek and Dr. Fisher of his company and R. C. Watson, of Ungerer & Co., who is travelling in the West in the interest of "Naef" products.

## Doolittle Heads Rotary Club

The Croton-on-Hudson Rotary Club installed its new officers July 11, with Addington Doolittle, president of Compagnie Parento, Inc., succeeding Judge Ellsworth E. Johnson as president. Mr. Doolittle is fifth in this office, and he has been an active and energetic member since its organization.



ADDINGTON DOOLITTLE

In accepting, Mr. Doolittle gave a brief history of the club, and cited several ways in which it could increase its already excellent service to the community. He concluded saying:

"Rotary International has done and is still doing a great deal for the world,

and the village of Croton has reason to feel proud of our club. We may not be large in numbers but I can safely say we are large at heart.

"These are crucial times, both nationally and internationally, and there have been many hopes blasted. One can safely say that never was there greater need for Rotary fellowship and leadership in the community. Let's reinforce our confidence and make a mental note that each of us is needed. Let's take this opportunity to meet the challenge and do our part in the movement now under way to sane, economical rehabilitation and progress."

## Watson Returns From West

Rupert C. Watson, of Ungerer & Co., New York, returned July 17 from a six weeks' trip through the West where he contacted accounts in the interest of M. Naef & Co., Geneva, Switzerland, for which Ungerer & Co. is American representative. He visited all of the principal cities in the Midwest, West and Pacific Coast territories, and was considerably impressed with the apparent improvement in business in those sections, particularly in the Middle West. Here, he said, many manufacturers were operating at capacity and several were even days behind in their schedules.

## van Ameringen Plans European Trip

A. L. van Ameringen, president of van Ameringen-Haebler, Inc., New York, plans to sail early in August for a two months' European trip. He will visit Holland, France, Germany and other Continental countries and call on his principals in several European cities.

### Treasure Hunt for Cosmetics

Treasure trove for numerous Seattle treasure-hunters in a recent spectacular "Treasure Hunt" engaged in by many persons in the Puget Sound city consisted of a number of cosmetic items, free facials and creams from Puget Sound laboratories. Seeking the buried treasure in the Denny Regrade district of the city, men, women and children, herded by guards and ropes, unearthed the "facials", the twelve jars of "Russian Duchess" cleansing cream provided by the Russian Duchess Laboratories, of Seattle, and the number of items of the Charm Beauty Products, of Seattle, which consisted of the following: gentlemen's aftershave lotion, after-shaving talc, brushless shave, "Charm" rouge compact and lipstick, bottles of astringent, and of "Charm" cucumber lotion. There were also ten boxes of "Red Feather" face powder provided by the Owl Drug Co., of Seattle.

### Interstate Reports Business Gain

Optimistic reports regarding business conditions continue to reach us from many quarters. Manufacturers of cosmetic colors, as represented by the Interstate Color Co., report a decided gain in business during the last fiscal year. This company, from July 1, 1932, to June 30, 1933, added 432 new accounts, representing a sales increase of 28%.



### Represents Pinaud in New York

Pinaud, Inc., New York, has advised us of the appointment of Laurence W. Olson as New York representative. Mr. Olson has been Chicago representative of the company for several years, and is well known in the trade.

In line with the general reorganization and revision of policies which have been taking place in the company, comes the announcement that all free goods formerly distributed were discontinued July 10. This policy follows the recent trend in the toilet preparations industry. Letters to the trade advising of this change of policy were sent by Marcel Michelin, vice-president of the company.

Officials of the company are also working out a new sales policy which is expected to be announced in the near future.

### Congratulating Mr. and Mrs. Mudge

We extend hearty congratulations to Mr. and Mrs. Arthur W. Mudge on the arrival July 5 of Margot Wood Mudge. Mr. Mudge is president of Organic Products, Inc., Mamaroneck, N. Y.

### Compagnie Duval's New Quarters

We are able to present this month pictures of the attractive new quarters of Compagnie Duval, Inc., located on the seventh floor of the building at 121-3 East 24th Street, New York City. A description of the new quarters appeared in our May issue. The photograph at the left shows the reception room and sample cases which afford visitors an interesting display of the company's varied line of products. Below at the left is the office space while at the lower right is a view of the applied research laboratory. In addition to the quarters shown, the suite includes a private office for F. W. Heine, president, and large storage and shipping space in the rear equipped with ample facilities for moving goods and cool, dark rooms for the storage of essential oils and compounds so that they will not be affected by changes in the light and temperature. Mr. Heine advises that his company is enjoying increased business and that he feels that a steady improvement in business in the entire essential oil field will take place during the next few months.





## American Can Golf Tournament

The thirteenth annual golf tournament of the Eastern Section of the American Can Co. was held recently at the Echo Lake Country Club, New Jersey. Seventy-five golfers played in the tournament, while 90 attended the dinner that evening. The incentive of all was to win the "Executive's Cup", a trophy given for the winner of both Eastern and Mid-Western tournaments. The winner this year was George A. Hamilton, of the Packers Can Sales Department. His score was 98-30-68. Ed Gazda, of the General Line Sales, had the low gross score of 84. Other prize winners were C. Lovell, S. W. Arms, H. Kaeselow and E. S. Reynolds.

H. W. Phelps, president, presided at the dinner that evening and presented the trophies. Other speakers of the evening were K. S. Breckenridge, vice-president, Chicago; W. E. Taylor, vice-president; Dr. H. A. Baker, vice-president; and C. E. Green, vice-president. Special prizes were awarded to W. E. Taylor, T. N. Anderson, and G. W. Cobb. The committee, headed by H. W. Mansfield, consisted of H. M. McCormack, D. W. Hill, and G. E. Pearce.

The Chicago tournament brought out 93 players to try their luck at Midlothian Country Club. While many low gross scores were made, the net which had been established at the Eastern tournament stood, and the cup returned to New York with George Hamilton. Some of the good gross scores were Ed Young, 81, Ed Weise, 80, and Ed Appleton, 86.

The dinner was attended by over 100 and was delightfully arranged. Mr. Breckenridge presented the trophies. Some of the speakers were A. H. Nugent, H. A. Pinney, T. N. Anderson, while K. S. Breckenridge was toastmaster.

G. W. Cobb, T. N. Anderson and G. A. Hamilton were the only guests from the East.

E. E. Appleton, who seems to have a faculty for proper organization, conducted the tournament and as was expected, all enjoyed themselves.

## Watkins Extends Canadian Operations

We have been advised that the J. R. Watkins Co., Winona, Minn., is extending its soap-making operations by installing a complete plant for the manufacture of toilet soaps at its Winnipeg branch.

## George T. Bergmann Arrives

We are pleased to congratulate Mr. and Mrs. A. H. Bergmann on the birth of George T. Bergmann on Wednesday, July 5. Mr. Bergmann is vice-president and general manager of the Oxzyn Co., New York.

## Puro Increases Capitalization

Puro Co., 3107 Pine street, St. Louis, headed by Sam Meyers, has amended its corporation charter, increasing its capitalization from \$2,000 to \$20,000 as a result of business expansion during the last four years.

## Peters on Vacation Cruise

H. C. Peters, of Thurston & Braidich, New York, importers of vanilla beans and gums, sailed with Mrs. Peters July 10 for a vacation cruise in the West Indies.

## Beauty Clinic in Vienna Hospital

A free clinic for beauty operations has been established in the Vienna General Hospital, according to a recent dispatch to the *New York Times*. Approved cases among unemployed and other destitute persons are treated free of charge, while other patients have to pay moderate fees.

Interesting, and sometimes amusing, bits are told about the clinic. It was reported that one would-be patient wanted her nose shortened because her long nose had its disadvantages in kissing. A plea in the opposite direction came from a young man whose nose was turned-up. Several film aspirants have been furnished with thin noses which provide the sharp profile desirable on the screen.

## Kilcommons Joins Philipp Brothers

Philipp Brothers, Inc., dealers in zinc oxide, New York, has advised us that James Kilcommons has become associated with that company. He formerly was connected with Kalbfisch Corp. for a number of years. Philipp Brothers, Inc., is represented in the Middle West by A. C. Drury & Co., Inc., Chicago.

## Marriage of Pierre Chauvet

We are pleased to record the marriage of Pierre Chauvet, one of the directors of the Parfumerie de Seillans, Seillans, France, to Mlle. Clairette Orillon. The ceremony was performed at Marseilles. We extend our congratulations and best wishes.

## O'Shaughnessy to Sail

E. A. O'Shaughnessy, vice-president of the Rossville Commercial Alcohol Corp., Lawrenceburg, Ind., expects to sail on the *Ile de France* July 27 for a visit of about a month in Europe. Mrs. O'Shaughnessy and their son will accompany him.

## Marriage of Hubert Fraysse

Hubert Fraysse, manager of Société Synarome, Paris, was married recently to Mlle. Lucette Boulard. Mr. Fraysse is a chemical engineer, and served with distinction in the French army, receiving the Croix de Guerre for gallantry in the World War.

## Solon Made Kentucky Colonel

F. J. Solon, sales manager of the Owens-Illinois Glass Co., Toledo, O., has been appointed a Colonel on the staff of Governor Ruby Laffoon of Kentucky. The honor was bestowed upon him in recognition of his interest in the development of industry and commerce in Kentucky.

## Syracuse Display Includes Soap

The permanent display of "Made in Syracuse" products at the offices of the First Deposit & Trust Co., of that city, featured soaps made by the Robertson Soap Co., the week of June 19. A complete showing of the Robertson line surrounding a huge 24-pound cake of the company's soap attracted much very favorable attention.

## Chicago Trade Notes

**T**HE Perfumery and Chemical Golf Auxiliary was scheduled to hold its third golf tournament at the Bob-O-Link Country Club July 18. This is one of the prettiest courses around the Chicago district and the greens and fairways are in excellent condition, which means the members are in line for a real treat, even if their score cards total a few more than par.

### Wrisley Starts Plant Addition

Allen B. Wrisley Co. has started building an addition to its plant at 6801 West 65th street, which is expected to be ready for occupancy about September 1. The new building will have a floor area of over 15,000 square feet which will be devoted to the manufacturing of toilet soaps and cosmetics.

### Ostedt Visitor at World's Fair

Joseph Ostedt, president of Mari Trudeau, Inc., St. Paul, Minn., was a recent Chicago visitor for the Fair. Mr. Ostedt enjoys a reputation of being quite some expert with the camera, and while here secured some very interesting "movies" as well as still shots to add to his vast collection.

### Miss Goltzman Continues Faden Business

The business of I. D. Faden & Co. will be continued under the capable management of Miss Clara Goltzman, who was associated with the late I. D. Faden for the past eight years. Miss Goltzman thoroughly understands the business, and the many customers of the company can be assured that their interests will be served with the same efficiency as in the past.

### Younghusband Starts Company

J. L. Younghusband, formerly associated with "Kiss-proof" and for many years connected with the cosmetic industry, has organized American Advertised Products, Inc., with offices at 11 East Austin avenue. The new company will control the recently organized Tattoo, Inc., and also the products of the DeWan Laboratories, makers of depilatories. Plans for expanding the lines made by these companies are under way.

### Bristol-Myers Expanding Space

Bristol-Myers Co. is planning to increase the floor space of its Chicago branch by 20 per cent in the Nu-Art Engraving building, 900 North Franklin street. J. W. Brooks, manager of the branch, reports a distinct improvement in sales in the Middle Western territory.

### Death of Irving M. Lum

We report with regret the death on June 22 of Irving M. Lum of Chatham, N. J., at the age of 54. Mr. Lum was born in Chatham and lived there his entire life. He was a brother of Dudley F. Lum, Chicago manager for Givaudan-Delawanna, Inc. Mr. Lum leaves his wife, two children, his parents, five brothers, and two sisters.

## Circulars, Price Lists, Etc.

**Martha Matilda Harper, Inc., Rochester, N. Y.**—"Harper Method Progress," July, 1933.—This number contains many helpful hints for securing Summer business, and is illustrated with suitable ad mats which are furnished by the company for this purpose. It also contains news of the various Harper shops in the country, and describes some of the Summer toilet preparations sold by the company.

\* \* \* \*

**Fritzsche Brothers, Inc., New York.**—*Wholesale price list*, July, 1933.—As usual this price list contains the products offered by the company and those of its principals, Schimmel & Co., Ltd., Miltitz, Germany, as well as the products made in its own factory, Parfumeries de Seillans, Seillans (Var) France. A special announcement is also made on "Ekomo Universal Flavors."

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**E. I. Du Pont de Nemours & Co., Inc., Wilmington, Del.**—The company has mailed to the trade copy of a very attractive insert on "Rhodione A.B." and "Jasmin De Palestine Scur" which recently appeared in this journal. A perfumed blotter of each product is attached, and there is also a special "tip-on" calling attention to these two products and offering to furnish samples and prices upon request.

\* \* \* \*

**Rossville Commercial Alcohol Corp., Lawrenceburg, Ind.**—"Alcohol and X-Rays."—This booklet, which is one of a series of *Rossville Alcohol Talks*, describes how x-ray was discovered, and how and why it is used. Its connection with alcohol is shown by the fact that x-ray depends upon films, and films depend upon alcohol for their making.

\* \* \* \*

**Lesquendieu, Inc., New York.**—"Tussy" Booklet.—The company has just issued a new, up-to-date booklet on "Tussy" cosmetics which contains new prices and a record of all the recent changes made in the line. Complete descriptions of the various items are given and are accompanied by suitable illustrations.

\* \* \* \*

**Dodge & Olcott Co., New York.**—*June-July, 1933, Price List*.—This is the regular price list of essential oils, flavors, oleo resins, synthetic aromatic chemicals, etc., for the drug, food, confectionery, perfumery and soap industries, and contains also the products of J. Mero & Boyveau and Fabriques de Laire.

\* \* \* \*

**Giles Can Co., Chicago.**—"The Candle" for July.—This issue is devoted largely to the "Century of Progress", the leading article bearing the title, "Packaging a World's Fair" and containing a description of the design of important features of the exposition. Pictures of the Fair are included.

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**The Pynol Co., Burlington, Ia.**—*Price List*.—The company has issued a price list of "Pynol" products covering a number of items including "Pynol Health Soap." Descriptive matter relating to this product is included.

**Phoenix Metal Cap Co., Chicago, Ill.**—The company has just introduced a new diamond knurled "S T Cap." It is described as follows: "This is the first time that a straight-sided, all-metal cap has been provided with a knurl, or any other form of projection, to aid in removing it from a package. The diamond knurl gives a new appearance to the plain, straight-sided metal cap, and provides a more secure grip for the fingers when removing or re-applying. It is an improvement which will be appreciated alike by manufacturer-users and consumers.

The diamond knurl can be provided in all bottle sizes of the 'S T Cap.'"

Samples, prices and other information may be obtained from Phoenix representatives or from the Chicago or Brooklyn plants.

The July issue of *The Flame* contains some beautiful photographs of the buildings at the "Century of Progress" which illustrate an interesting article on "Packaging a World's Fair." A very unusual feature in this issue is the reproduction of a Civil War newspaper, which shows the manner in which news was presented to the public in those days. New packages with "Phoenix" closures are also illustrated and useful features are pointed out.



\* \* \*

**The Pfaudler Co., Rochester, N. Y.**—*The Glass Lining, April-May-June, 1933.*—This number contains an especially interesting article on "The Heritage of England's Oldest Brewery," which describes the history of Barclay-Perkins & Co., Ltd., whose origin dates back to 1690. Dr. Samuel Johnson, famed lexicographer, was a trustee of the company, and the cover of this issue depicts an event in the history of the company in which Dr. Johnson took part. The article itself is illustrated with reproductions of beautiful old paintings on brewery subjects as well as photographs of Pfaudler equipment in the Barclay-Perkins brewery.

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**Armstrong Cork & Insulation Co., Lancaster, Pa.**—*"Modern Closures for Modern Packages."*—The June issue of this house organ contains some interesting articles on the value of well-designed closures, and is illustrated with various new packages having Armstrong closures. The cover shows a jar of Yardley's "English Complexion Cream," which has a most attractive cap, as well as the paper carton in which it is packed.

\* \* \*

**General Plastics, Inc., North Tonawanda, N. Y.**—*"Closure News," July, 1933.*—Many new uses for molded materials are described in this issue, a few of which are illustrated. The back of the folder gives a very interesting account of the career of Helen Dryden, designer.

**Neuman-Buslee & Wolfe, Inc., Chicago.**—*Wholesale Price List, July 1, 1933.*—The company's current price list of raw materials for manufacturers of soaps, perfumes, toilet specialties, extracts, etc., has a special cover on which is depicted in color a scene at "A Century of Progress." Also on the cover is printed a tribute to the World's Fair in which the company compliments the "men and women who have worked untiringly for this achievement."

\* \* \*

**Owens-Illinois Glass Co., Toledo.**—*"Sheaffer Tries Multiple Appeal."*—"The huge consumption of paste and mucilage in popular sizes forms a tempting target for the manufacturer who sees the possibilities of capturing sales from the numerous suppliers and concentrating a big proportion of them on his brand. The W. A. Sheaffer Pen Co., of Fort Madison, Ia., deciding that this market offered a logical and possibly lucrative field for enlarged merchandising activity has come forth with a four-item line of 'Scrip-Grip' paste and mucilage, which officials of the company hope will take its place in public popularity along with 'Scrip' ink and the famous Sheaffer pen and other related products of the company.

"The naming of the new line ties in cleverly with the company's former national publicity on its other products. The packaging of the line has been skilfully handled, and the merchandising plans for the new products carefully worked out. E. W. Fuerst, of the design department of the Owens-Illinois Glass Co., and other members of that organization's research and merchandising departments were called in as collaborators, and the striking and ingenious line of containers pictured here are the result of the combined thought and effort of the two organizations.

"The jar for 'Scrip-Grip' liquid paste and the largest



sized 'Scrip-Grip' mucilage jar are of distinctive shape, with a broad base suggesting easy use. They are capped by broad flat-topped 'Casal' closures beneath which a wire loop is attached to hold the small rubber brush used in spreading the contents. A smaller size of the

'Scrip-Grip' mucilage is also packaged in a jar of similar design capped with a special 'Casal' cap with a dome-shaped top, to the interior of which is attached a rubber brush that extends down into the jar through an aperture in an inner closure. The mucilage is also packaged in a small 'handy spreader' bottle of a different shape. This bottle is of more slender proportions, its lines rising in modernistic curves to a closure that has a perforated rubber tip. By holding the bottle upside down in the fingers the whole container performs the function of a brush, the rubber tip serving as a self-supplying spreader as long as the bottle is held in reversed position."

**Bakelite Corp., New York.**—"The Versatile Service of Bakelite Resinoid."—This little booklet describes the origin, manufacture and industrial applications of many types of "Bakelite" products created from the initial resinoid. It points out the versatility of the material, stating that it possesses an unusual variety of desirable properties and that it can be converted into a number of forms in which its properties are modified or amplified. These forms are classified as follows: (1) Transparent materials ("Bakelite" resinoid); (2) molding materials; (3) laminated sheets, tubes and rods; (4) liquid products—varnish, lacquer, enamel, cement—baking type; (5) synthetic resins for quick-drying finishes; (6) special resinoids.

## Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth Ave., New York.)

**SPICES AND CONDIMENTS**, by H. S. Redgrove. 361 Pages, 42 Plates and Illustrations. Sir Isaac Pitman & Sons, Ltd., London, 1933. Price \$4.50.

This is a very complete directory and description of spices and condiments and their uses in industry as well as in the culinary art. The author possesses a wide knowledge of this subject and has been a prolific contributor to the scientific press on various phases of it as well as upon perfumery, toilet preparations and the art of beauty culture. The present is one of his most useful volumes, especially since the literature of spices, seed and spice oils, and flavors is far from extensive. In this book definite and specific information is given regarding the classification, source, constituents, and general type of all of the leading flavoring materials as well as much data on comparatively obscure and little used products.

Taken up in detail are such materials as ginger, turmeric, zedoary, galangal, garlic, angelica, cinnamon, cassia, cloves, saffron, vanilla, pepper, capsicum, chillies, cummin, dill, caraway, anise, fennel, coriander, celery, pimento, juniper, cardamom, grains of paradise, mustards, and many others of less importance. The spice and flavoring extract trade should find the work very useful. Perfumers can also gain much information from its pages.

S. L. M.

## New Materials

**UNDER** this heading are published brief descriptions of new products developed by our advertisers. The claims made for these products are supplied by them and are not to be considered as endorsements.

**Clifton Chemical Co., New York City.**—*New Shaving Cream.*—The company has just perfected a new shaving cream which it reports is meeting with excellent reception. The material is packed in all sizes of containers, from 5 lb. cans to barrels, and is ready for packing in collapsible tubes and other containers when received by the purchaser.

## New Incorporations

**Associated Perfumers, Inc.,** New Haven, Conn.; capital, \$50,000; par \$100; paid \$6,000. Incorporators: S. P. Benjamin, Jr., S. A. Krause and Morris Walheximer.

**Love, Inc.,** cosmetics, 229 West Lake Shore drive, Chicago; \$1,000 common. Incorporators: Louise Love Black, John Black and G. D. Patterson.

**Rugby Soap & Chemical Co.,** 43 Osborn street, Brooklyn, N. Y. Josephine Glassman and Rose Posnack.

**Dr. Dailey's Laboratories, Inc.,** manufacturing cosmetics, Newark, N. J.; 300 shares no par value stock. Filed by Strange, Myers, Hinds & Wight, New York.

**Duro Supply Co.,** manufacturing soap, Hackensack, N. J.; 1,000 shares no par value stock. Filed by O'Gorman & Melillo, Hackensack.

**Reliable Cosmetic Co.,** Boston, Mass.; 500 shares no par stock. Incorporators: Arthur Levy and Max Poliakoff, both of Boston, and Harry Wilker, Chelsea, Mass.

**Criterion Cosmetic Corp.,** 34 Beekman street, New York; 100 shares no par value stock.

**Chemart Chemical Corp.,** cosmetics; 100 shares no par value stock. Filed by M. C. Berger, 261 Broadway, New York.

**Charmante Cosmetics, Inc.,** 492 Fifth avenue, Brooklyn, N. Y.; 100 shares no par value stock.

**Elysee Importing Corp.,** perfumery, cosmetics, 578 Madison avenue, New York; \$2,000.

**Westphal Sales Corp.,** cosmetics; \$20,000. Filed by Jacob D. Fishman, 32 Broadway, New York.

**Dr. Vitolli's Laboratories, Inc.,** cosmetics; \$20,000. Filed by Kevie Frankel, 152 West 42nd street, New York.

**Blasco Corp.,** cosmetics, 159 Livingston street, Brooklyn, N. Y.; 100 shares no par value stock.

**Dentor, Inc.,** tooth brushes and tooth pastes; \$20,000. Filed by Daniel A. Shirik, 170 Broadway, New York.

**Ann Rovon, Inc.,** cosmetics; 500 shares common, no par value stock. Filed by W. S. Archibald, 488 Broadway, New York.

**Nauheim, Inc.,** reorganization of Nauheim Pharmacy, Inc., 460 West 34th street, New York; \$25,000.

**General Cosmetics Corp.,** 114 Fifth avenue, New York; 200 shares no par value stock.

## Business Records

### Petition Filed By

**Rudemar Products Corp.,** manufacturer of cosmetics, 15 West 46th street, New York. No schedules filed. Liabilities, about \$50,000; assets, about \$52,000. The Irving Trust Co. has been appointed receiver by Judge Bondy.

### Petitions Filed Against

**Parfumerie Dollup, Inc.,** 55 West 16th Street, New York, by John M. Maris Co., for \$280; M. W. Parsons Imports & Plymouth Labs., \$51; Innis, Speiden & Co., \$64; Whittaker, Clark & Daniels, Inc., \$69; Smith Chemical & Color Co., \$9; Hagerty Bros. & Co., \$33.

**Bell Sales Corp.,** distributors of soap and cosmetics, 20 West 22nd street, New York, by Wishnick-Tumpeer, Inc., for \$300; A. Cross & Co., for \$450, and Charles L. Huisking & Co., Inc., for \$400. The Irving Trust Co. has been appointed receiver by Judge Cox.



# Canadian News and Notes

**A**LL selling plans where coupons or premiums are used which in any way contravene the spirit of fair trade practice were frowned upon by the Ontario Retail Druggists Association at its annual convention held last month. It was also held by that association that pharmaceutical houses should not sell to physicians at the same prices as to druggists. Resolutions embodying these opinions were carried unanimously, the former resolution being presented by S. J. Stevenson and Reg. Harrison, of Ottawa, and the latter one by A. J. Wilkinson and W. O. Austin, of Windsor. More than 400 were registered at the convention and it was estimated that another 200 put in an appearance on the last day but did not register.

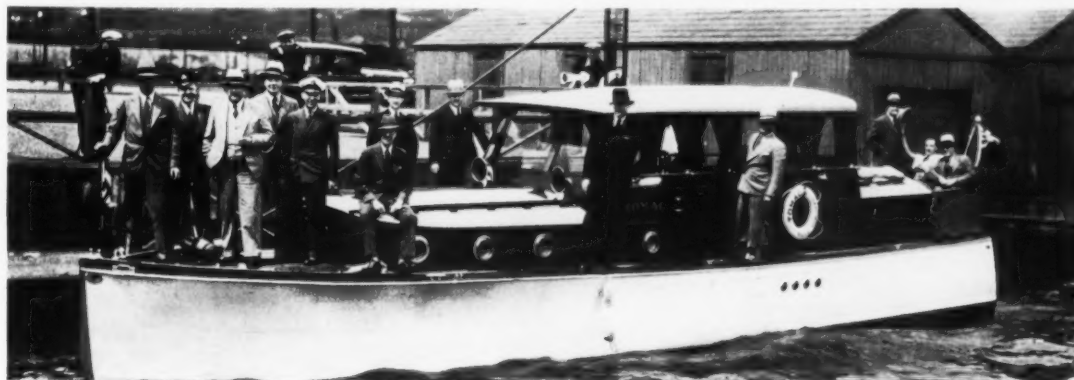
The following were elected officers of the association for 1933-34 at the convention: Honorary president, A. J. Wilkinson, Windsor, and E. Bruce Mealley, Hamilton; immediate past president, Henry W. Shoemaker, Kitchener; president, W. O. Austin, Windsor; first vice-president, S. J. Stevenson, Ottawa; second vice-president, A. E. Hanham.

District representatives were elected as follows: R. S. Harrison, Ottawa; C. T. Dolan, Belleville; W. H. Karn, Oshawa; R. W. Redman and E. O. Houghton, Toronto; E. A. Legge and W. H. C. Summerfeldt, Toronto; William Crossland, Barrie; C. V. Jeffers, Orangeville; W. E. Dunlop, Dundas; R. L. Dalton, Galt; C. P. Smith, North Bay; G. H. Small, St. Thomas; A. W. E. Hemp-hill, Hensall; and W. F. Westover, Windsor.

The committee on nominations was composed of the following: E. M. Ahern, Ottawa; A. E. Drewery, Hamilton; W. Crossland, Barrie; R. W. Redman, Toronto; C. P. Playter, Toronto; W. E. Dunlop, Dundas; E. A. Legge, Toronto; W. F. Westover, Windsor; W. J. Abell, Brampton; and W. G. Smith, Welland.

## Sails to Convention

T. A. McGillivray, president of McGillivray Bros. and the Yardley Co. of Canada, took several members of his staff to the Ontario Retail Druggist Association convention in Hamilton in his trim motor yacht, the "Tomac", a picture of which is shown below.



From Left to Right: M. B. McGillivray, Jack Craib, Bill McGillivray, Ted Enright, T. A. McGillivray, Vernon Kingsmill, Gus Gimple, Bob Johnston, Charlie Crompton, Dunc Whitehead, Walter Knapton, Alec Thorburn, Bob Young.

## Death of Thomas A. Henderson

A serious loss was sustained by the entire drug trade of Canada on June 20 when Thomas A. Henderson, vice-president and general manager of the National Drug & Chemical Co., died suddenly. His host of friends both in and out of the trade were stunned at the news, for



THE LATE  
THOMAS A. HENDERSON.

although Mr. Henderson had not been in the best of health for some years, he steadfastly remained at his post.

Born in Ayr, Ontario, in 1871, Mr. Henderson received his education in the public schools of that town and at the Galt Collegiate Institute. He was graduated from the Ontario College of Pharmacy in 1894. In 1895 he entered the employ of Archdale, Wilson & Co., whole-sale druggists of Hamilton,

where he served in the office, warehouse and on the road as salesman. He became manager of the Hamilton branch of the National Drug & Chemical Co. when it was formed in 1907, being appointed manager of the Toronto branch in 1909, and from then on he occupied various executive positions being elected a vice-president of the company in 1929.

## Perfumers Hear Packaging Talk

Helpful observations on the packaging of merchandise were handed out in rapid-fire order to the Association of Canadian Perfumers & Manufacturers of Toilet Articles at the latest monthly meeting in the Royal York hotel, Toronto, by D. E. A. Charlton, editor of *Modern Packaging*, New York. There were about 85 present with J. O. Deegan, of the Anchor Cap & Closure Corp., in the chair, president John R. Kennedy being in the West on a business trip. Some 55 of those present

were members of the association, the other 30 being connected with the Canadian Association of Advertising Agencies and the Toronto Advertising Club. Adam Smith, president of the Canadian Association of Advertising Agencies, thanked the speaker for his splendid address.

### New Houbigant Merchandising Plan

Houbigant, Paris, and Cheramy, Paris, have adopted a new merchandising plan, effective July 1, which includes the following features: Price protection embracing minimum retail prices and a complete outline of merchandising policies; a window and counter display service, to furnish retailers with practical sales assistance; the appointment of distributors to make Houbigant and Cheramy products available to druggists at all times; periodic deals in the form of special merchandising efforts that will add to the retailer's margin of profit.

New price lists with excise and sales taxes included have been mailed to the trade, and the companies' representative are in a position to give retailers full details of the new plan.

### Leeming-Miles Represents Krank

We are advised of the appointment of The Leeming Miles Co., Ltd., Montreal, as representative in Eastern Canada for Krank toiletries. The Canadian distributors are C. C. Craig Co., Winnipeg, Man.

The Krank preparations, which are packed in Canada, are attractively packaged and are of a high quality. At this time, "Lemon Cleansing Cream" and "Lather Kreem," the latter being a well-known brushless shaving cream, are being featured. Included in the line are creams of all kinds, lotions, powders, shampoos and hair oils.

### Leave on Convention Tour

J. W. McCoubrey, president and general manager, and J. R. Kennedy, treasurer of the United Drug Co., Ltd., with Professor George A. Evans, analytical chemist, left Toronto June 24 for a 4½ weeks' convention trip. Commencing at Winnipeg, they held meetings at all important centers, from as far South as Kelowna, Canada, to Prince Albert in the North, and as far West as Vancouver, covering 6,600 miles. When the trip is over, this trio will have held 84 conventions and covered more than 21,000 miles since 1929.

### Survey of Cosmetic Sales

"Does the average man spend as much on his looks as the average woman," is the question asked by druggists in Edmonton, Alta., with opinion on the subject divided.

In the opinion of C. F. Cummer, manager of Liggett's drug store, women spend considerably more than men. He points out that most men buy only razor blades, shaving cream, hair tonics and tooth paste, while only about 25% go in for after-shaving powders and face lotions.

A somewhat different view is taken by Harold Merrick, of Merrick's drug store, who believes that men are spending much more on their personal appearance than previously, and probably just as much as the women do.

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Ave., New York.

#### TRADE MARK REGISTRATIONS

"CCS." Bottle stoppers and caps. Crown Cork & Seal Co., Ltd., Toronto, Ont.

"Pfaudler." Containers, tanks, stills, etc. Pfaudler Co., Rochester, N. Y.

Top for bottle corks. Mundet Cork & Insulation, Ltd., Toronto, Ont.

"Snow White," and monogram consisting of letters, "D," "T," "C," and "O". Toilet preparations. Drug Trading Co., Ltd., Toronto, Ont.

"Princess Pat." Toilet preparations. Princess Pat Products, Ltd., Toronto, Ont.

"Shredsope," and "Garda." Soap and toilet preparations, respectively. J. R. Watkins Co., Winona, Minn.

Cake of soap. Parke, Davis & Co., Detroit, Mich.

Design of a playing card king, and design of a mission bell. Laundry soap and toilet soap, respectively. Los Angeles Soap Co., Los Angeles, Calif.

"Dominion." Chemicals and cleansing preparations. Solvay Process Co., Syracuse, N. Y.

"Crown Cork." Bottle stoppers and caps. Crown Cork & Seal Co., Inc., Baltimore, Md.

Large circle of chains enclosing a series of circles representing a chain arranged in form of a cross. Toilet articles. Johnson & Johnson, Ltd., Montreal, Que.

"Admiracion." Toilet preparations. National Oil Products Co., Harrison, N. J.

Representation of bottle and cap of distinctive shape with label having near apex representation of girl with upraised arm. Deodorants. Northam Warren, Ltd., Montreal, Que.

Bottle of decagonal shape of greater height than breadth and greater breadth than thickness. Lenthéric, Inc., New York.

"Gomenol." Toilet preparations, soaps and raw materials. Jules Prevet, 48, rue des Petites-Ecuries à Paris, France.

"Neutroleum." Aromatic bodies for neutralizing odor of petroleum distillates and for odorizing those products whose inherent odor has been neutralized. Fritzsche Brothers of Canada, Ltd., Toronto, Ont.

"Dingman's." Soap and toilet preparations. Pugsley, Dingman & Co., Ltd., Toronto, Ont.

"Taylor's." Soap, perfume and toilet preparations. John Taylor & Co., Ltd., Toronto, Ont.

#### PATENTS

331,064. Bottle stopper. Charles Henry Taylor, West Summerland, B. C.

331,118. Closure operating mechanism. Foster Wheeling Corp., New York, assignee of John Edward Biery, Grantwood, N. J.

331,155. Face powder box. Saville Perfumery, Ltd., assignee of George S. Worssam, Francis J. Smith and George Wheeler, all of Watford, Hertfordshire, England.

331,181. Soap. Anthony J. Lorenz, inventor, and Mark H. Wodlinger, assignee of one-half, both of Chicago, Ill.

331,284. Captive cap. Cap Coupler Corp., New York, assignee of Carl B. Knudsen, Mamaroneck, N. Y.

331,428. Bottle closure. Aluminum, Ltd., Toronto, Ont., assignee of Samuel D. Young, Birmingham, England.

332,123. Shaving composition. Arthur Smyth, Saskatoon, Saskatchewan, Canada.

332,133. Gasket for talcum powder cans. American Can Co., New York, assignee of Jean Du Bois Hoffman, Brooklyn, executrix of the estate of Edmund Hoffman, deceased.

332,265. Container manufacture. Harry Burnham Rudd, Douglaston, N. Y.

332,319. Safety razor hone. F. W. Fitch Co., assignee of Richard H. Young, both of Des Moines, Ia.

# Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

## Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

## Trade Marks

CASANOVA  
M 304,016

DEOLEATED  
M 304,675

FRESH  
M 304,674

SKIN-SUCCESS  
325,867

Mineralava  
324,809

AROMEL

335,627

John H. Woodbury Inc.  
336,631

TAT TOO  
336,805

336,959

337,397

PERMAPOINT  
337,931

No. 1  
M 304,033

BEATRICE MARIE  
M 304,676

326,432

TIZIAN  
334,145

335,770

SPEEDSOPE  
336,700

MystRay  
336,837

336,944

337,318

337,321

Orchid Gey  
337,904

No. 2  
M 304,034

Dolly Grayson  
M 304,677

327,303

NEUTRALIS  
334,665

335,792

336,046

336,856

336,856

337,577

337,420

337,622

338,279

PRIMROSE  
M 304,164

PEACH BLOSSOM  
M 304,684

JEAN WADE  
M 304,690

Le Rouge du Diable  
328,606

SOAPNO  
328,921

NO-PER-SPIRO  
335,020

Wiglers  
336,520

336,670

336,971

337,577

337,553

337,971

LA BONNE  
M 304,168

IDEAL  
309,492

331,162

Embassy  
335,429

336,581

BLOCK'S

Face Serene  
336,701

337,008

HEPTYLLYS  
337,643

REDHEAD  
337,663

AKTYN  
338,192

OLD COUNTRY GREEN  
M 304,171

milady  
314,812

TOLSITE  
321,551

331,199

336,584

336,700

VITEX  
337,053

PRO-PHY-SAN  
337,700

337,836

MOJESTE  
337,859

338,280

GOLD COAST  
M 304,173

Alba  
320,808

VANILLA VERITAS  
325,648

RE-GLO  
332,690

PETROSHEEN  
332,738

VITEX  
335,477

Woodbury's  
336,630

336,814

337,270

337,893

337,976

SCOTTIES  
338,017

309,492.—Wilkinson, Gaddis & Co., Newark, N. J. (1887.)—Vanilla for food flavoring.

314,818.—New York Hair Co., Inc., doing business as Milady Products, New York. (1911.)—Cosmetics.

320,808.—M. Werk Co., St. Bernard, O. (June 6, 1931.)—Toilet soap.

321,551.—Tulsite Chemical Products Co., Tulsa, Okla. (Aug. 1, 1930.)—Soaps.

325,648.—Florasynt Labs., Inc., New York. (1924.)—Pure vanilla concentrate.

325,867.—E. T. Browne Drug Co., Inc., New York. (1840 and Mar. 20, 1931.)—Ointment and whitening cream.

326,432.—Frank C. Reilly, New York. (Jan. 5, 1931.)—Toilet preparations.

327,303.—Ferdinand Boisvert, Springfield, Mass. (Jan. 4, 1932.)—Flavoring extracts.

328,606.—Grenoville, Inc., New York. (Apr. 1, 1932.)—Toilet preparations.

328,921.—John L. Hardin Labs., Inc., Cincinnati, O. (Apr. 1, 1932.)—Liquid chemical compound for dry cleaning fabrics.

331,199.—R. Arrillaga Roqué, doing business as Regional Medicine Co., Anasco, Puerto Rico. (1906.)—Toilet water.

331,962.—Roosa & Ratliff Chemical Co., Cincinnati, O. (Jan. 10, 1930.)—Toilet preparations.

332,690.—Arthur R. Earnshaw, doing business as Quik Mfg. Co., Philadelphia, Pa. (Nov. 29, 1932.)—Scouring compound.

332,738.—Sontag Chain Stores Co., Ltd., doing business as Studio Products Co., Los Angeles, Calif. (June 1, 1932.)—Hair tonics.

334,309.—Sam Hagler, New York. (Sept. 1, 1922.)—Toilet preparations.

334,493.—Paul Peter Mülhens, doing business as Eau de Cologne-

## Patents



D 90,142



D 90,154



D 90,170



D 90,196



D 90,208



D 90,209



D 90,216



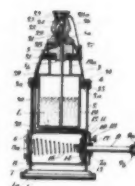
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D 90,290



1,913,409



1,914,094



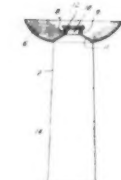
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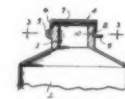
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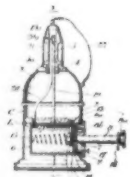
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1,914,020



1,914,221



1,914,319



1,914,534



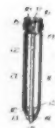
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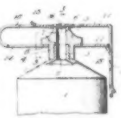
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1,916,176



1,915,671



1,915,998



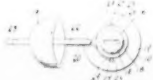
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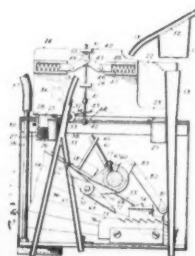
1,916,593



1,917,833



1,917,670



1,916,992



& Parfümerie-Fabrik, "Glockengasse No. 4711" gegenüber der Pferdepost von Ferd Mühlens, Cologne, Germany. (May 15, 1924.)—Toilet preparations.

334,665.—J. Ralph Corbett, Inc., doing business as Neutralis, Inc., Cincinnati, O. (Feb. 3, 1933.)—Mouth wash and dentifrice.  
335,020.—John Preston Davis, doing business as No-Per-Spiro Co., Lake Providence, La. (Jan. 1, 1932.)—Antiseptic deodorant skin lotion.

335,429.—A. A. Vantine Products Corp., New York. (Feb. 10, 1933.)—Toilet preparations.

335,597.—Nopco Laboratories, Inc., Harrison, N. J. (Dec. 29, 1929.)—Flavoring extracts.

335,627.—Aromel Corp., New York. (Mar. 8, 1933.)—Perfumes.

335,770.—Colgate-Palmolive-Peet Co., Chicago, Ill. (1910.)—Soap.

335,782.—George S. Heyer, Houston, Tex., assignor to San Antonio Drug Co., San Antonio, Tex. (Apr. 1, 1888.)—Skin powder.

336,046.—Mountain Varnish & Color Works, doing business as M. V. C. Lab., Toledo, O. (Dec. 27, 1932.)—Manicure preparations.

336,520.—Albert I. Wigler, Newark, N. J. (Mar. 15, 1933.)—Oil for treatment of skin, etc.

336,581.—Abraham Schorr, Atlantic City, N. J. (Mar. 1, 1933.)—Cosmetics.

336,584.—Sheffield Dentifrice Co., New York. (1908.)—Collapsible tubes and containers therefor.

336,630, 336,631.—John H. Woodbury, Inc. Cincinnati, O. (Claims use on various products from Jan. 1, 1891, to June 29, 1931.)—Toilet preparations.

336,670.—H. Th. Böhme Aktiengesellschaft, Chemnitz, Germany. (Dec. 21, 1932.)—Soap preparations.

336,700.—Wilbur White Chemical Co., Owego, N. Y. (Feb. 20, 1933.)—Liquid soap.

336,701.—Harry J. Block, Ellensburg, Wash. (July, 1930.)—Antiseptic for skin.

336,760.—Allan F. Foderingham, doing business as La Fodham's Products Co., Brooklyn, N. Y. (Jan., 1932.)—Hair preparations.

336,805.—James L. Younghusband, Chicago, Ill. (Aug. 8, 1932.)—Lipsticks.

336,814.—Max H. Berliner, doing business as Traxam Products Co., Seattle, Wash. (Jan. 1, 1933.)—Preparation to soften beard before shaving.

336,837.—Mabel Wilma Shand, doing business as Erminia, New York. (Aug. 1, 1926.)—Toilet preparation.

336,856.—Lorenzo Calderazzi, doing business as Reviver Co., Portsmouth, Va. (Apr. 1, 1932.)—Hair tonic.

336,859.—Colgate-Palmolive-Peet Co., Chicago, Ill. (Aug. 19, 1932.)—Dental cream.

336,944.—Louise Ersch Kublick, Chicago, Ill. (Mar. 12, 1933.)—Toilet preparations.

336,971.—Vanity-Nite Co., Chicago, Ill. (Apr. 1, 1933.)—Brilliantine and nail polish.

337,006, 337,008.—Elizabeth Arden, Inc., New York. (Dec., 1930; June, 1929; Aug., 1928; Sept., 1931.)—Toilet preparations and rouge boxes, carrying cases for containers and talcum refillable containers.

337,053.—Tripoli Barbers Supply Co., Inc., Philadelphia, Pa. (Dec. 22, 1932.)—Hair tonics.

337,270.—Parfumerie St. Denis, New York. (Apr. 11, 1933.)—Toilet preparations.

337,297.—R. M. Herlihy Co., Weston, W. Va. (Jan. 26, 1933.)—Face lotion.

337,318.—Washal Co., Inc., Brooklyn, N. Y. (Feb., 1931.)—Granulated soaps.

337,321.—Winchester Surgical Supply Co., Charlotte, N. C. (Sept. 15, 1932.)—Dental cream.

337,420.—Closure Service Co., Toledo, O. (Feb. 23, 1933.)—Closure caps for bottles and jars.

337,553.—Biltrite Motor Equipment Co., Inc., New York. (July 2, 1923.)—Cleaning and soap preparations.

337,577.—Worcester Salt Co., New York. (Dec. 17, 1931.)—Tooth paste.

337,622.—Ritz Drug Co., Elizabeth, N. J. (Apr. 3, 1933.)—Toilet preparations.

337,643.—Naugatuck Chemical Co., New York. (Dec. 7, 1932.)—Synthetic aromatic chemicals for perfumes.

337,663.—Elizabeth Arden, Inc., New York. (Dec., 1931.)—Lipsticks and rouge.

337,700.—Kin-Septic Co., doing business as York Pharmacal Co., St. Louis, Mo. (Apr. 4, 1932.)—Toilet preparations.

337,836.—Colgate-Palmolive-Peet Co., Chicago, Ill. (Feb. 15, 1933.)—Shaving cream.

337,859.—Mojeete Labs., New York. (Sept. 1, 1932.)—Deodorant.

337,883.—The L-B Chemical Co., Canton, O. (July 5, 1931; Jan. 5, 1933; Jan. 28, 1933; Apr. 19, 1933.)—Toilet preparations.

337,904.—Orchid Joy, New York. (Aug., 1932.)—Cleansing cream.

337,931.—Quintess, Inc., New York. (May 9, 1933.)—Cosmetics.

337,971, 338,017.—Scott Paper Co., Chester, Pa. (Apr. 26, 1933.)—Facial tissues.

337,976.—Albert Wigler, Newark, N. J. (Apr. 15, 1933.)—Soap and shaving cream.

338,192.—Hynson, Westcott & Dunning, Inc., Baltimore, Md. (Apr., 1930.)—Sunburn preparation.

338,279, 338,280.—Colgate-Palmolive-Peet Co., Chicago, Ill. (May 15, 1931, Feb. 15, 1933.)—Shaving cream and dental cream.

## Trade Mark Registrations Granted (Act of March 19, 1920)

*These registrations are not subject to opposition:*

M304,016.—Grenoville, Inc., of America, New York. (Sept. 9, 1929. Serial No. 336,983.)—Toilet preparations.

M304,023, M304,024.—Iodent Chemical Co., Detroit, Mich. (Mar. 1, 1932. Serial Nos. 327,795 and 327,796.)—Tooth paste.

M304,164.—Griggs, Cooper & Co., doing business as Sanitary Food Mfg. Co., St. Paul, Minn. (Aug. 15, 1930. Serial No. 336,676.)—Soap.

M304,168.—La Bonne, Inc., Pittsburgh, Pa. (May 1, 1932. Serial No. 330,706.)—Shampoo for diseases of scalp.

M304,171.—Minnesota Chemical Co., Inc., Minnesota Transfer, Minn. (Apr. 15, 1932. Serial No. 326,827.)—Paste oil soap.

M304,413.—J. B. Williams Co., Glastonbury, Conn. (Jan. 14, 1932. Serial No. 338,026.)—Soap.

M304,674.—Pharmacraft Corp., Louisville, Ky. (Oct. 10, 1930. Serial No. 337,198.)—Toilet preparations.

M304,675.—J. L. Hopkins & Co., New York. (Sept. 25, 1928. Serial No. 335,601.)—Almond meal.

M304,676.—Beatrice Mabie, Inc., St. Louis, Mo. (Mar. 11, 1922. Serial No. 335,619.)—Toilet preparations.

M304,677.—Dolly Grayson Co., Inc., Birmingham, Ala. (Jan. 1, 1931. Serial No. 335,487.)—Toilet preparations.

M304,684.—Standard Cosmetic Co., Oakland, Calif. (Dec. 15, 1930. Serial No. 329,779.)—Cosmetics.

304,690.—J. R. Watkins Co., Winona, Minn. (Feb. 16, 1932. Serial No. 325,734.)—Toilet preparations.

## Patents Granted

*Consideration of space prevents our publishing numerous claims and specification connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.*

1,913,409. Container. Lawrence Purtell, Salem, Mass., assignor to American Can Co., New York, N. Y.

1,913,412. Control valve for containers. Edwin M. Sargent, Newton, Kans.

1,913,509. Automatic seal for cream tubes. Abraham Rack, Los Angeles, Calif.

1,913,807. Tube cap. Clarence M. Jones, Tulsa, Okla.

1,913,811. Shaving receptacle. Henry Charles Laufe, Bogota, N. J.

1,913,839. Cellulose Container. Herman B. Lerner, Newark, N. J., assignor to Hygienic Tube Co., Newark, N. J.

1,914,020. Collapsible tube. George W. Jardine, Waltham, Mass.

1,914,094. Atomizer. Louis V. Aronson, Newark, N. J., assignor to Art Metal Works, Inc.

1,914,221. Closure for collapsible tubes. Walter B. Stewart, Denver, Colo.

1,914,319. Atomizer. Louis V. Aronson, Newark, N. J., assignor to Art Metal Works, Inc.

(Continued on Page 271)

## The French Rose Crop

(Special Correspondence)

OF all the flowers used in the preparation of raw materials for perfumery the rose seems to be the one that has suffered least from the economic depression. To be sure, it must be said that growers during the last few years have not given themselves over so eagerly to the cultivation of the rose as they have to the *jasmin*. This may be perhaps because prices for the rose have not been as remunerative as those for the *jasmin*, and perhaps because the region of Grasse has not had the privileged position of being the only one in the world to produce oils of rose, as it has had in the case of the *jasmin*. Bulgaria by itself supplies well-nigh all the oil employed in perfumery, the manufactures of Grasse being devoted chiefly to the concrete, the absolute, the pomade and rose water. Also the cultivation of the rose tree has not been broadened in scope in the Grasse region.

While some villages of the Department of the Var have given themselves over to this cultivation, on the other hand certain communes of the Maritime Alps which formerly produced large quantities of roses have seen diseases (mildew and putrefaction of the roots) destroy a part of the plantations, which have not been replaced, the evil being difficult to combat. The variation in production, which has been found from one year to another, is due particularly to unfavorable weather conditions at the time of the crop, which facilitate the appearance of the diseases of the rose tree, particularly the *Botrytis Cinera*, involving the fall of the buds.

At the present time the outlook is that production of roses in Grasse may still attain a million and a half kilos, supplied principally by the communes of the Plain of Grasse, Mouans Sartoux, Mougins, and La Colle, whereas formerly it used to approach 3,000,000 kilos gathered over almost 700 hectares. The variety grown, selected with an eye to abundance of flowers, yield in essence, ruggedness, and resistance to cold, is the rose tree called the "May" tree, a hybrid of *R. Gallica* and *R. Centifolia*. The crop normally lasts 25 days, from May 14 to June 10. The harvesting of the flowers formerly made certain precautions necessary, which no longer are necessary, since present methods of manufacture make it possible to obviate certain drawbacks involved in older processes.

It is known that in the rose the oil is located particularly in the petals, which gives rise to different treatments, such as crushing by warm method in fatty substances, distillation by open fire or by steam, exhaustion by the volatile solvents; all these being processes giving different products with yields showing considerable variation, which explains the difference in the prices of the various oils obtained.

It is treatment by solvents that makes it possible to obtain a product the perfume of which approaches most closely that of the flower. The process by distillation in causing the separation of the various constituents destroys the equilibrium that exists in the natural state of the flower, which is the reason why the otto even diluted for its easy employment reminds one only slightly of the smoothness of the rose.

(Continued on Following Page)

## New York Market Report

by S. L. Mayham

THE New York market for essential oils during the last month has reacted rapidly to the influence of the variations in the foreign exchange market. The decline of the dollar in terms of other currencies, notably the pound, the franc and the guilder, has driven prices up on a number of important items. Accompanying this movement there has been a considerable increase in purchasing, especially on the part of the larger companies with adequate storage facilities and cash and credit sufficient to enable them to take advantage of what they believe will be a material increase in the general levels of essential oil prices.

How much of the advance in prices has been traceable to one or the other of these two factors cannot be determined at the moment, but it is obvious that business in oils has improved and that at the same time, replacement values have advanced sharply on account of rising exchange. It is doubtful, however, that much of the increase in business can be traced to a gain in the demand for finished goods. This is expected to materialize later, but thus far has not been much in evidence. Manufacturing consumers of essential oils are going ahead building up their stocks of finished products, but they have admitted that most of their operations have been in the replacement of depleted finished goods inventories and that thus far the stimulus of increased public buying of their products has not been as great as it might be. The sentiment, however, is far more optimistic with many believing that the operation of the National Industrial Recovery Act will improve purchasing power in the near future and lead to reasonably good business.

### The Bulgarian Rose Situation

The otto of rose situation is unusually interesting at the moment. Authoritative advices from Bulgaria indicate that the independent distillers of this product have produced practically nothing this year due to the operations of a law which virtually gives control of the industry to the Bulgarian central bank which works through the co-operatives. It is believed that this will bring no advance in prices this season since it is well known that stocks of otto of rose in the hands of the independent distillers are ample to enable them to continue to ship in usual quantities for some time to come. At the same time, a change in the general picture of the Bulgarian industry seems to be beginning and large buyers of the product would do well to keep a close watch on developments during the coming season.

As for other floral products, there is not much new save the increase in dollar prices for shipment brought about by the rise of the franc. The *jasmin* crop, according to early reports, will be somewhat smaller than usual, but stocks available at primary points and in this market as well are ample for all present and nearby needs of the consumers, and it is felt in the trade here that advances will be limited to exchange fluctuations and may not, in fact, amount to as much as the variation in the franc would seem to warrant.

The domestic group has been featured by a sharp advance in peppermint. There has been some buying and in addition, the views of the country on held stocks and

on oil from the new crop are very firm. Other domestic oils have not advanced, but are firmer than they have been in many months.

Citrus oils are generally higher on exchange and also because the views of California producers are stronger than they have been recently. Buying has not been large, but the consuming season is now on in full force and it is reported that bottlers are purchasing in somewhat larger quantities than they did last year in spite of the fact that the return of beer was expected to affect the market for carbonated beverages adversely.

Seed and spice oils are generally firm to strong. There has been an advance in clove, and other oils are also showing a decided tendency to move to higher levels.

In general, the market is a firm one and rising prices for the next few weeks are anticipated. Buyers who are able to do so will doubtless find that purchasing now will lead to profit later although speculative activities may not be warranted. Purchasing for consumption during the next few weeks is felt to be advisable.

### Synthetics and Derivatives

The market has stiffened materially both on account of the decline of the dollar and on account of increased purchasing by consumers who believe that advancing commodity prices will lead to good profits later on purchases made at present. In addition, on products derived from essential oils, the advancing prices of raw materials have had their effect and while actual advances have not been important, the tone of the market has materially improved and higher levels seem likely. In any event, the shading and cutting which have been in evidence during the last year or more are no longer in evidence and second hand material does not affect the market as it has during that period.

Anethol, geraniol and other derivatives are stronger and in some quarters they and their derivatives have advanced to some extent. Increased business has affected the cheaper grades of these and other materials with soap and insecticide manufacturers in the market for fair quantities. Finer articles are also in better demand and the volume of inquiries has improved considerably. Manufacturers of toilet preparations are purchasing in fair quantities and makers of compounds are also in the market, having found the demand for finished odors materially better than at any time during the last two or three years. In fact, the entire market is firm and higher prices are anticipated covering a wide range of products.

### Michigan Association to Co-operate on Code

The executive committee of the Michigan Toilettries and Extract Association at a special meeting July 12 discussed the National Industrial Recovery Act, and decided to co-operate with the Chicago Perfumery, Soap & Extract Association, Associated Manufacturers of Toilet Articles, and Drug Institute in the formation of a code of ethics for the trade. Secretary R. M. Stevenson was instructed to communicate with the respective associations, informing them of this resolution.

President Maison G. de Navarre announced that the next meeting and golf tournament would be held at the Lakewood Country Club, Ontario, Canada, on August 15.

## The French Rose Crop

(Continued from Preceding Page)

This year vegetation has been promoted by the beautiful days of Spring. The bushes have developed very well and the blossoming of the flowers has come about under normal conditions of harvesting. In the fields that received the necessary care the stems were well covered with buds and gave an average crop. Since the requirements of perfumery are still small, there has not been very great activity manifest in the manufacturing plants. The price of 1.50 frs. per kilo of flowers which has been set for this crop is a little higher than that of 1932 and since there are still contracts at 3 and 4 francs a kilo the owners, although they are not extremely satisfied, can, all in all, consider this crop to be without any profit, but without great loss.

The price on rose products is still unchanged; stocks are sufficiently large to satisfy the requirements of consumption according to the present demand.

### Patents Granted

(Continued from Page 269)

- 1,914,584. Closure for collapsible tubes. Warren S. Sillocks, Monmouth Beach, N. J., assignor, by mesne assignments, to Lusteroid Container Co., Inc., Maplewood, N. J.
- 1,914,765. Nonremovable cap for tubes. George E. Zahn, Freedom, and Waldo E. Mengel, Monaca, Pa.
- 1,914,766. Bottle cap. William Zaloschan, Chicago, Ill.
- 1,914,791. Perfume dispenser. Joy B. Schmitt and Paul B. Brown, Toledo, Ohio, assignors to The De Vilbiss Co., Toledo.
- 1,915,421. Collapsible receptacle. George B. Ingersoll, Dearborn, Mich., assignor to Ella I. Ingersoll, Dearborn, Mich.
- 1,915,671. Holder for container tubes. Frank P. Hyer, Amery, Wis.
- 1,915,998. Compact. Ellison S. Ireland, Elgin, Ill., assignor to Illinois Watch Case Co., Elgin.
- 1,916,176. Toilet case. Felix B. Miller, Attleboro, Mass., assignor, by mesne assignments, to Hinze Ambrosia, Inc., New York.
- 1,916,195. Dispensing appliance. Charles G. Anastor, Vineland, N. J., assignor to Kimble Glass Co., Vineland, N. J.
- 1,916,403. Toothpaste. Frederick C. Atkinson, Indianapolis, Ind., assignor to John G. Praed.
- 1,916,468. Tea extract paste. Albert A. Epstein, New York, N. Y., assignor to Consolidated Patentees Corp., New York.
- 1,916,693. Molded closure. George K. Scribner, Boonton, N. J., assignor to Boonton Manufacturing Co., Boonton.
- 1,916,741. Production of aliphatic-aromatic ketones. Rudolf Schmidt, Berlin-Grunewald, Germany, assignor to Schering-Kahlbaum A.-G., Berlin.
- 1,916,976. Container closure. Jesse Gutmann, Babylon, N. Y., assignor to Ferdinand Gutmann & Co., Brooklyn, N. Y.
- 1,916,992. Perfume vending machine. Salvatore Schiano, Brooklyn, N. Y.
- 1,917,670. Closure for collapsible tubes. Clare D. Spiller, Philadelphia, Pa.
- 1,917,833. Collapsible tube structure. Henry B. Finley, Pennington, N. J.

### Designs Patented

- 90,142. Vanity case. Robert P. Ridges, Elgin, Ill.
- 90,154. Lipstick case. Charles S. Gage, Tarrytown, N. Y., assignor to Lenthic Inc., New York.
- 90,170. Vanity box or similar article. Theodore Sundin, New York, assignor to Sagamor Metal Goods Corp., New York.
- 90,196. Bottle or similar article. Lucien Lelong, Paris, France, assignor to Lucien Lelong, Inc., Chicago, Ill.
- 90,208, 90,209. Jars. Olbert C. Noble, Washington, Pa., assignor to Tygart Valley Glass Co., Washington, Pa.
- 90,216. Bottle. Frasier Smith, Wheeling, W. Va., assignor to Hazel-Atlas Glass Co., Wheeling.
- 90,257. Box for cosmetics. Mildred E. McFarland, San Francisco, Calif.
- 90,290. Jar or similar container. Harry R. McDonald, Dunkirk, Ind., assignor to Hart Glass Manufacturing Co., Dunkirk, Ind.

# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices of Soap Materials)

## ESSENTIAL OILS

Almond Bit., per lb.	\$2.20@	\$2.40
S. P. A.	2.50@	2.75
Sweet True	.49@	.52
Apricot Kernel	.24@	.30
Amber, crude	.24@	.30
rectified	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera	2.20@	2.80
Angelica	22.00@	35.00
Anise, U. S. P.	.43@	.45
Araucaria	1.75@	1.85
Aspic (spike) Span.	.55@	.65
French	.70@	.90
Balsam Peru	6.00@	
Balsam, Tolu, oz.	4.25@	
Basil	2.35@	
Bay	1.65@	2.00
Bergamot	1.40@	2.00
Birch, sweet N. C.	1.50@	1.75
Penn. and Conn.	2.15@	3.00
Birchtar, crude	.15@	.55
Birchtar, rectified	.50@	
Boise de Rose	1.10@	2.15
Cade, U. S. P.	.28@	.32
Cajeput	.55@	1.00
Calamus	3.25@	
Camphor "white"	13 1/2@	.20
Cananga, Javanative	1.85@	2.00
rectified	2.25@	
Caraway	2.00@	
Cardamom, Ceylon	14.00@	25.00
Cascarilla	60.00@	
Cassia, 80@85 p. c.	.90@	
rectified, U. S. P.	1.15@	1.25
Cedar leaf	.70@	.75
Cedar wood	.28@	.30
Cedrat	4.15@	
Celery	9.50@	11.50
Chamomile (oz.)	3.00@	7.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	8.00@	13.50
Cinnamon, Leaf	2.25@	
Citronella, Ceylon	.43@	.48
Java	.50@	.56
Cloves Zanzibar	.90@	
Cognac	18.00@	21.00
Copaiba	.57@	.62
Coriander	4.50@	
Croton	2.60@	3.00
Cubebs	3.00@	
Cumin	7.25@	7.75
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	4.35@	4.75
Dillseed	3.15@	3.40
Elemi	1.45@	
Erigeron	1.30@	1.60
Estragon	38.00@	
Eucalyptus	.26@	.30
Fennel, Sweet	1.15@	1.30
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose		
Algerian	4.40@	4.60
Bourbon	4.40@	4.75
Spanish	16.00@	
Turkish	1.85@	2.10
Ginger	3.25@	3.50
Gingergrass	3.00@	3.15
Grape Fruit	2.85@	
Guaiac (Wood)	2.35@	
Hemlock	.73@	.80

Hops	(oz.)	9.00@
Horsemint		2.85@
Hyssop		40.00@
Juniper Berries		1.40@ 1.65
Juniper Wood		.60@ .62
Laurel		15.00@
Lavender, English		32.00@
French		1.55@ 3.25
Lemon, Italian		1.05@ 1.40
Calif.		.75@ .90
Lemongrass		.46@ .55
Limes, distilled		7.00@ 8.50
expressed		10.00@ 10.50
Linaloe		1.30@ 1.75
Lovage		27.50@
Mace, distilled		1.10@ 1.35
Mandarin		4.75@ 7.50
Marjoram		6.25@
Melissa		5.00@
Mirbane		.15@
Mustard, genuine		8.50@ 10.00
artificial		1.60@ 1.85
Myrrh		10.00@
Myrtle		4.00@
Neroli, Bigarade, p.		90.00@ 150.00
Petale, extra		120.00@ 175.00
Niaouli		3.45@
Nutmeg		1.10@ 1.35
Olibanum		6.50@
Orange, bitter		1.70@ 2.00
sweet, W. Indian		1.20@ 1.40
Italian		1.25@ 1.60
Spanish		2.65@ 2.75
Calif. exp.		.95 1.15
dist		.55@
Origanum, Spanish		.70@ .90
Orris root, con (oz.)		4.00@ 5.00
Orris root, abs. (oz.)		35.00@ 50.00
Orris Liquid		18.00@ 25.00
Parsley		6.50@
Patchouli		3.25@ 3.65
Pennyroyal, Amer.		1.85@ 2.15
French		1.40@
Pepper, black		6.50@
Peppermint, natural		3.20@ 3.60
redistilled		3.85@ 4.00
Petitgrain		1.10@ 1.45
French		2.10@ 2.60
Pimento		1.20@ 1.50
Pine cones		3.00@
Pine needle, Siberia		.80@ .90
Pinus Sylvestris		2.00@ 2.15
Pumilionis		2.20@
Rhodium, imitation		2.00@ 4.50
Rose, Bulgaria (oz.)		6.00@ 20.00
Rosemary, French		.30@ .40
Spanish		.26@ .35
Rue		2.50@
Sage		2.15@
Sage, Clary		30.00@
Sandalwood, East		
India		6.00@ 7.00
Australia		3.00@
Sassafras, natural		.60@ .70
artificial		.20@ .30
Savin, French		1.85@ 2.00
Spearmint		1.45@ 1.60
Snake Root		8.00@ 10.00
Spruce		.73@ .80
Styrax		7.00@
Tansy		1.90@ 2.10
Thyme, red		.60@ .70

White	.70@	1.00
Valerian	10.00@	
Verbena	3.75@	7.00
Vetivert, Bourbon	4.75@	6.00
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.40@	
Wintergreen, S'thern	3.00@	
Penn. & Conn.	5.00@	8.00
Wormseed	1.90@	2.10
Wormwood	2.70@	2.95
Ylang-Ylang, Manila	29.00@	35.00
Bourbon	4.00@	8.00

## TERPENLESS OILS

Bay	4.00@	
Bergamot	6.00@	
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Lavender	5.50@	8.00
Lemon	6.75@	14.50
Lime, Ex.	50.00@	
Orange, Sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	4.00@	
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

## OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P.		
VIII	2.65@	3.00
Alcoholic	3.00@	
Cubeb	3.25@	
Ginger, U.S.P. VIII	2.00@	
Alcoholic	3.25@	
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	5.00@	7.50

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	2.00@	3.00
Acetyl Iso-eugenol	9.00@	
Alcohol C 8	14.00@	20.00
C 9	26.00@	40.00
C 10	18.00@	30.00
C 11	30.00@	40.00
C 12	14.00@	25.00
Aldehyde C 8	28.00@	
C 9	45.00@	70.00
C 10	30.00@	60.00
C 11	35.00@	50.00
C 12	32.00@	60.00
C 14 (so-called)	15.00@	35.00
C 16 (so-called)	17.50@	30.00
Amyl Acetate	.85@	1.00
Amyl Butyrate	1.00@	1.25
Amyl Cinnamate	2.50@	
Amyl Cinnamic Alde-		
hyde	3.90@	4.00
Amyl Formate	1.60@	1.90



Amyl Phenyl Acetate	3.60@	4.00	Methyl Anthranilate	2.50@	3.00	Bismuth sub-nitrate	1.10@	1.35
Amyl Salicylate	.75@		Methyl Benzoate	1.40@	1.75	Boric acid, ton.	165.00@	175.00
Amyl Valerate	2.40@		Methyl Cinnamate	3.00@		Calamine	.16@	.20
Anethol	1.15@	1.25	Methyl Eugenol	2.90@	6.75	Calcium, phosphate	.08@	.08½
Anisic Aldehyde	3.35@		Methyl Heptenone	3.75@	6.00	Ph'phate, tri-basic	.13@	.15
Benzaldehyde, U.S.P.	1.45@		Methyl Heptene C'b.	20.00@	36.00	Sulfate	.03½@	.04
F. F. C.	1.55@	1.90	Methyl Iso-eugenol	8.50@	12.50	Camphor	.53@	.65
Benzophenone	2.00@	4.00	Methyl Octine Carb.	24.00@	32.00	Cardamon seed	.65@	
Benzyl Acetate	.70@	.85	Methyl Paracresol	4.65@	6.00	Castoreum	17.50@	
Benzyl Alcohol	.95@	1.50	Methyl Phenylacetate	2.65@	3.00	Chalk, precip.	.03½@	.06½
Benzyl Benzoate	1.05@	2.00	Methyl Salicylate	.42@	.50	Cherry laurel water,		
Benzyl Butyrate	5.50@	6.25	Musk Ambrette	6.50@	7.50	gal.	1.25@	
Benzyl Cinnamate	7.00@	9.00	Ketone	7.50@	9.50	Citric acid	.35@	.40
Benzyl Formate	2.90@	3.25	Xylene	2.50@	3.00	Civet, ounce	3.75@	4.50
Benzyl Iso-eugenol	18.00@	27.00	Nerolin (ethyl ester)	1.50@	1.75	Cocoa butter	.18@	.20
Benzyl Propionate	2.25@	3.00	Nonyl Acetate	48.00@		Clay, Colloidal	.03@	.03½
Benzylidenacetone	2.50@	4.00	Octyl Acetate	32.00@		Formaldehyde	.06½@	
Borneol	1.60@	2.25	Paracresol Acetate	5.25@	6.00	Fuller's Earth, ton.	16.00@	30.00
Bornyl Acetate	1.75@	8.00	Paracresol Methyl			Formic acid	.12@	.16
Bromstyrol	4.00@	5.00	Ether	3.50@	5.00	Fatty Acids (See Soap Sec.)		
Butyl Acetate	.60@		Paracresol Phenyl-			Guarana	1.15@	2.00
Butyl Propionate	2.00@		Acetate	14.00@	20.00	Gum Arabic, white,	.20@	.22
Butyraldehyde	12.00@		Para Cymene, (gal.)	1.25@	1.65	amber	.09½@	.12
Carvene	1.15@		Phenylacetaldehyde			Gum Benzoin, Siam	1.30@	1.50
Carvol	3.25@	4.00	50%	5.00@	7.00	Sumatra	.24@	.30
Cinnamic Acid	4.00@		100%	8.50@	10.50	Gum galbanum	1.05@	1.15
Cinnamic Alcohol	2.85@	3.50	Phenylacetic Acid	2.50@	4.00	Gum myrrh	.25@	.40
Cinnamic Aldehyde	2.50@	3.50	Phenylethyl Acetate	7.00@	10.00	Henna, powd.	.14@	.28
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Alcohol	4.25@	4.75	Hydrogen peroxide	.05@	.08
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl But'rate	12.00@	16.00	Kaolin	.06@	.08
Cinnamyl Formate	13.00@		Phenylethyl Formate	18.00@		Labdanum	3.50@	5.50
Citral C. P.	2.00@	3.00	Phenylethyl Pro-			Lanolin, hydrus	.18@	.22
Citronellal	2.40@	3.00	pionate	12.00@		anhydrous	.20@	.24
Citronellol	2.25@	2.75	Phenylethyl Val'rate	16.00@		Lavender flowers	.24@	.55
Citronellyl Acetate	3.75@		Phenylpropyl Acet.	8.00@	11.00	Magnesium, Carbon-		
Coumarin	3.50@		Phenylpropyl Alc'hol	6.00@	12.00	ate	.06½@	.07½
Cuminic Aldehyde	62.00@		Phenylpropyl Alde-			Stearate	.19@	.25
Dibutylphthalate	.30@	.36	hyde	8.00@	12.00	Sulfate	.02½@	.03
Diethylphthalate	.32@	.37	Rhodinol	8.00@	20.00	Musk, ounce	15.00@	25.00
Dimethyl			Safrol	.32@	.36	Oils, vegetables (See Soap Sec.)		
Anthranilate	6.25@	7.00	Santalyl Acetate	22.50@		Olibanum, tears	.13@	.30
Dimethyl Hydroqui-			Skatol, C. P. (oz.)	7.00@	10.00	siftings	.08@	.13
none	3.75@	5.00	Styrallyl Acetate	20.00@		Orange flower water,		
Dimethylphthalate	.50@	.60	Styrallyl Alcohol	20.00@		gal.	1.50@	
Diphenylmethane	1.75@	2.45	Terpineol, C. P.	.36@	.40	Orange flowers	.40@	1.00
Diphenyloxide	1.20@		Terpinyl Acetate	.90@	1.15	Orris root, powd.	.20@	.75
Ethyl Acetate	.30@	.50	Thymene	.35@		Paraffin	.03½@	.05
Ethyl Anthranilate	5.50@	6.00	Thymol	1.90@	2.75	Patchouli leaves	.16@	.20
Ethyl Benzoate	1.20@		Vanillin (clove oil)	4.65@	5.50	Petrolatum, white	.06½@	.10½
Ethyl Butyrate	1.00@		(guaiacol)	4.40@	5.00	Phenol	.16@	.20
Ethyl Cinnamate	4.00@		Vetivervyl Acetate	21.00@	25.00	Potassium, carbonate	.13@	.16
Ethyl Formate	1.00@	1.25	Violet Ketone Alpha	5.00@	10.00	Hydroxide (See Soap Sec.)		
Ethyl Propionate	1.40@	2.50	Beta	5.50@	8.00	Quince seed	.90@	1.50
Ethyl Salicylate	1.15@	2.50	Methyl	5.25@	8.00	Reseda flowers	1.50@	1.65
Ethyl Vanillin	15.00@	20.00	Yara Yara (methyl			Rhubarb root, powd.	.28@	.50
Eucalyptol	.60@	1.00	ester)	1.50@	1.75	Rice starch	.12@	.15
Eugenol	2.60@	3.50				Rose leaves, red	.55@	.85
Geraniol, dom.	2.00@	6.00	BEANS			pale	.40@	.50
Geranyl Acetate	2.90@	4.00	Tonka Beans, Para.	1.00@	1.25	Rose water, gal.	1.25@	
Geranyl Butyrate	5.00@	10.00	Angostura	1.60@	2.00	Salicylic acid	.40@	.45
Geranyl Formate	4.25@	10.00	Vanilla Beans			Sandalwood, chips	.45@	.50
Heliotropin, dom.	2.10@	2.40	Mexican, whole	3.00@	4.50	Saponin	1.75@	
foreign	2.50@		Mexican, cut	2.50@	2.75	Soap, neutral white	.19@	.23
Hydratropic Al'hyde	25.00@	27.50	Bourbon, whole	.80@	1.50	Sodium, Carb. crys.	.01½@	.02½
Hydroxycitronellol	3.60@	10.00	South American	2.00@	2.50	Phosphate, tri-basic	.03½@	.04
Indol, C. P. (oz.)	2.25@	5.00	DRUGS AND SUNDRIES			Spermacetti	.22@	.25
Iso-borneol	2.30@		Acetone	.11@	.15	Styrax	.40@	3.25
Iso-butyl Acetate	2.65@		Alcohol, 190-pf. gal.	2.37½@	2.63½	Sulfur, precip.	.17@	.20
Iso-butyl Benzoate	2.75@	3.25	Almond meal	.21@	.25	Tartaric acid	.27@	.30
Iso-butyl Salicylate	3.00@	6.00	Alum, potash	.03¼@	.03½	Titanium oxide	.22@	.25
Iso-eugenol	3.50@	4.50	Aluminum chloride	.10@		Tragacanth, No. 1.	1.20@	1.50
Iso-safrol	1.75@		Ambergris	32.50@	Nom.	Triethanolamine	.45@	.50
Linalool	1.90@	2.75	Balsam, Copaiba	.19@	.22	Venice turpentine, gal.	.30@	
Linalyl Acetate 90%	2.50@	2.75	Peru	1.30@	1.50	Vetivert root	.30@	
Linalyl Benzoate	10.50@		Tolu	.90@	1.15	Violet flowers	.95@	1.15
Linalyl Formate	10.00@	12.00	Fir, Canada, gal.	9.00@	12.00	Zinc, Peroxide	.18@	.21
Menthol, Japan	3.00@	3.85	Oregon	1.00@	1.20	Oxide	.13½@	.15
Synthetic	2.25@	3.00	Beeswax, white	.40@	.45	Stearate	.21@	.28
Methyl Aceto-			Yellow	.22@	.30			
phenone	2.20@	3.00						

# Soap Industry Section

CONDUCTED BY Dr. E.G. THOMSEN

## Humidity Control for Driers

by Paul I. Smith

THE success of any important industrial process depends chiefly upon the uniformity of results over long periods of time. It is essential that a modern plant should be so efficient in actual practise that the work it turns out never ceases to be anything but identical. This is not possible unless every major process is scientifically controlled. Accurate scientific control is today possible for almost every key operation, but it is not always utilized to the fullest and wisest extent.



The drying plant in any factory may be regarded as a key system. Indeed the smooth and efficient working of this plant is responsible for the attractive finish of the marketed soap. Now the modern drying machines depend for their success upon the nature of the air which passes through them . . . it must be kept in constant circulation and maintained at a relatively high temperature and pressure. The humidity of the air must be low when the air first comes in contact with the soap and high when it is forced away out of the plant. Unless the percentage of water vapor in the air on entering the system is sufficiently low, then the drying of the soap will be incomplete; on the other hand, if the air is too dry, then the soap will be baked and its appearance will be adversely affected. Soap chips dried too much become dusty, parched and brittle, almost unmarketable.

The control of air humidity is of great importance. Fortunately science has perfected a simple method of determining the relative humidity and drying power of air or any gases. The thermal conductivity control is the most accurate means available for determining the air constants necessary for the soap manufacturer interested solely in the drying capacity of the air. The meter used for the purpose embodies the katharometer devised and patented by Dr. G. A. Shakespear. It has been used in principle for many years as a quick and sure means of analyzing boiler flue gases. Today, however, it is used for many other purposes, particularly in the rubber industry, fixation of atmospheric nitrogen for fertilizers and the liquid air industry.

The application of the thermal conductivity meter to the soap industry is so far very limited, but that is because manufacturers are unaware of the benefits attached

(Continued on Page 275)

## Hardening Fats Without Hydrogen\*

by Dr. J. Davidsohn, Berlin-Schoenberg, Germany

FOR some time past interest has been aroused among technologists by propaganda for a process which is intended to make possible the hardening of oils without the use of hydrogen gas. As reported, the hardening of the oils is accomplished in an apparatus, operating under a vacuum, by treatment with two types of substances, in proportions of three and seven per cent, respectively, calculated on the weight of the original material. Nothing further in the way of details on the character of the substances that are employed for this purpose has been revealed by the interested parties. The only information that has been given is simply that the yield of hardened oil according to the new process amounts to approximately 107 per cent. It is stated that the German Imperial Board of Health is supposed to pronounce both of the substances that are used in this process as harmless. Nothing definite is available at the present time as regards the harmlessness or the equivalence of the hardened oils, as obtained by the new process, compared with those obtained by the usual hydrogenation process.

The process is to be patented in Germany. Nevertheless, up to the present time the patent specification has not been opened to inspection to the public. Two samples of the oil, hardened in accordance with the new process, have been available to us for examination. One of the samples is a sesame oil, hardened according to the new process, and the other is a peanut oil, which was processed in the same manner.

The odor and the taste of the samples, that were tested by us, cannot be considered as being entirely unobjectionable. The hardened oils dissolve smoothly in ether, but in the cold the solution precipitates small traces of a substance which resembles wax. The sesame oil sample melts at a temperature of approximately 44 degrees C, but the melting point is not sharply defined. It has an iodine coefficient of 85. It contains 7.09 per cent of unsaponifiable fat, of which 0.94 per cent easily precipitates in crystalline form from petroleum ether. The isolated unsaponifiable matter melted at a temperature of 48 degrees C and had a waxy appearance, and resembled in odor many of the natural waxes. The hardened peanut oil melted smoothly at a temperature of 35 degrees C. and had an iodine coefficient of 64. It contained 8.15 per cent of unsaponifiable matter which had a melting point of 52 degrees C. and an iodine coefficient of 1.1. The unsaponifiable matter from the two samples was exam-

\* Seifensieder Zeitung.

ined in amyl alcohol and hydrochloric acid according to the Leys method. Due to the fact that insufficient material was available for testing purposes, a quantitative examination was not made. The quantitative afforded the conclusion that the unsaponifiable matter consisted only in small proportion of hydrocarbons and hence was principally composed of alcohol-like substances.

As has been mentioned above, it is not possible to make any closer examination of these products at the present time because of the smallness of the available samples. We are therefore unable to arrive at any definite conclusions or conjectures as regards the substances used in this new process. The question still remained unanswered as far as we are concerned in view of the analytical results which we have obtained and which are reported above, namely, what use for these products has the inventor of the process in mind? There are certain difficulties surrounding this problem, because it is hard to see how products, which contain such a high proportion of unsaponifiable matter, could be used as edible fats. On the other hand these products can hardly be used as such for the manufacture of soaps.

### Humidity Control for Dryers

(Continued from Page 274)

to the use of this wonderful instrument. The percentage of water vapor revealed by the meter together with the barometric reading will give the necessary data to calculate the vapor pressure of the air. To determine the relative humidity it is necessary to know either the temperature and the barometric pressure or the percentage of water vapor required for saturation at the existing temperature and pressure. This information may be obtained very simply by exposing a second meter to water at the same temperature and pressure, but the water and the meter must take up the atmospheric temperature quickly. Alternatively, one cell of the meter may be exposed to the atmosphere to be measured, and the other cell to water at the same temperature. The meter then measures the difference between the actual and the saturation pressures, and so gives the direct measure of the drying power.

Sufficient has been said to at least suggest the possibilities of the thermal conductivity method of humidity measurement for the soap factory. Besides the soap driers the meter may be of great use in other parts of the factory. From the time the soap leaves the frames or molds it is important that the air should be maintained at a constant and uniform humidity; variations in moisture content affect the character and appearance of the soap.

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### U. S. Toiletry Exports Gain

DESPITE a shading off of 23 per cent in exports of toiletries from \$1,667,000 for the first four months of 1932 to \$1,279,000 for the same third-year in 1933, three toilet lines bettered their business in the latter period. Exports of lipsticks increased from \$37,000 to \$42,000; depilatories and deodorants, from \$18,000 to \$20,000; perfumes and toilet waters, from \$32,000 to \$38,000. Shipments of hair preparations, which were well maintained in 1932, are almost as large in the present year. In addition to the items which gained in the four months' period, two others—talcum and face powders—showed an upturn in April sales as compared with the same month in 1932. (*Department of Commerce.*)

### Toiletry Imports Contract Further

Continuing the decline that has been going on in this incoming trade in toilet preparations for the past 11 years, imports in the first four months of 1933, valued at \$173,000, were 39 per cent less than in the equivalent months of 1932, according to the Department of Commerce. Toilet soap imports were practically halved; purchases of perfumery, bay rum and toilet water suffered the next most serious curtailment. Bath salts, a minor item, increased.

### No More Cat-and-Dog Soap for Russia

Owing to the acute shortage of fats suitable for soap manufacturing in Russia, the Soviet Government factories have for some time past been boiling down dogs, cats and rats for the purpose. Now, however, the complexions of the Soviet "citizenesses" are to have a much-needed rest from the inferior commodity thus produced. Oily acids for soap-making and artificial tallow are shortly to be manufactured from oil waste at a large plant now being constructed at Gorki—the former Nijni Novgorod.

### Toilet Soap in Czechoslovakia

Toilet soap production in Czechoslovakia during 1932 is estimated at between 1,500 and 1,800 metric tons. Import restrictions cut down imports of this type of soap from 71 tons in 1931 to 37 tons in 1932. It is reported that the Elida Co., a leading producer, is not having the success, however, with its toilet soaps and cosmetics which its nation-wide and expensive advertising should warrant. (*Commercial Attaché Don C. Bliss, Prague.*)

### Finland Begins Toothbrush Manufacture

Toothbrushes, because of difficult production methods and price competition, have not been made in Finland until recently, according to Commercial Attaché Osborn S. Watson. Those on the market in that country have been imported largely from Germany, Czechoslovakia, and Japan. It is reported that the oldest brush factory in Finland is now manufacturing toothbrushes, producing 300 dozen daily, and these products are being sold by most local drug stores.

## Soap Materials Market

### Vegetable Oils

Soap makers, refiners and other consumers have recently been heavy buyers of vegetable oils and prices have moved upward quite rapidly. Since our last review, there has been a substantial advance in the price level of most all grades of vegetable oils.

Sales of crude cottonseed oil throughout the South have been heavy and with the market firm, offerings are very light. Crude corn oil is scarce with sales at 6 $\frac{1}{8}$ c lb., Midwest mills, and producers looking for higher levels. Crude domestic soyabean oil has been active with sale at 7c lb., Midwest mills, for nearby and forward shipments.

Palm oils have been active and stronger. Both hards and softs are now being quoted at around 4c lb., New York, for immediate future deliveries. Sulfur olive oil foots have been in good demand and is now quoted at 6c to 6 $\frac{1}{8}$ c lb., sellers' tanks New York, or carlots in packages at 6 $\frac{1}{4}$ c lb., f.o.b. New York. Commercial denatured olive oil guaranteed maximum 5% F.F.A. is held at 75c per gallon, New York.

Coconut oil has not experienced the advance in price of other oils and is quoted at 3 $\frac{1}{4}$ c lb. tanks, New York, for nearby and 1 $\frac{1}{2}$ c lb. higher for late this year or early next. However, recently Europe has been buying quite heavily in Manila and it is generally expected that this oil, in the very near future, will also share in the advance of most commodities.

A. H. HORNER

### Essential Oils in Palestine

The essential oil industry of Palestine has recently been expanded by the administration of the Baron Edmond de Rothschild with the establishment of a company having a capital of £E15,000 to engage in the production of essential oils for the manufacture of perfumes and drugs. A small temporary factory has been established in the colony of Petach-Tikvah, northeast of Jaffa, for the production of mimosa, geranium-rose, and lemon. At Zichron-Jacob a laboratory has been set up, and plantations of roses, jasmin, tuberose, and several medicinal herbs, such as belladonna, have been laid down in Shuny nearby. The cooperative citrus oil factory at Rehoboth is now in the first year of its operation, the 1933 season's output being estimated at from 1,000 to 1,500 pounds of orange oil. (Consul Cyril L. Thiel, Jerusalem.)

### British Toiletary Sales to Canada

British toilet preparations sales to Canada have gained in relative importance in recent months while shipments from the United States have contracted. In the year ending March 31, 1933, toilet requisites from the United Kingdom made up 28 per cent of the total \$612,000 (Canadian) imported compared with 17 per cent of the \$1,005,000 imported in the corresponding previous 12-month period. The proportion bought from the United States declined to 47 per cent from 55 per cent. (Department of Commerce.)

## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra .....	\$0.03 1/2 @	
Edible .....	.04 1/2 @	
Fancy .....	.04 7/8 @	
Grease, white .....	.03 3/4 @	
House .....	.03 1/2 @	
Yellow .....	.03 1/2 @	
Lard .....	.06 3/4 @	.07 3/4

### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks..	.04 1/2 @	
Corn Oil, 95% T.F.A. tanks .....	.04 @	
Red Oil, distilled, tanks .....	.05 @	
Saponified .....	.05 1/4 @	
Stearic Acid, single pressed .....	.09 @	
Double pressed .....	.09 1/2 @	
Triple pressed .....	.12 1/4 @	

### Soap Making Oils

Castor No. 1, tanks .....	.08 1/2 @	
No. 3, tanks .....	.08 @	
Coconut, Ceylon Grade, tanks .....	.02 1/2 @	
Cochin grade, tanks .....	.03 3/4 @	
Manila grade, tanks .....	.03 1/4 @	
Corn, crude, Midwest mill, tanks .....	.04 1/2 @	
Cotton, crude, Southeast, tanks .....	.04 1/2 @	
Refined .....	.06 @	
Foots, 50% T.F.A. .....	.01 1/2 @	
Lard, common No. 1 barrels .....	.07 3/4 @	
Olive, denatured, max. 5% F.F.A. drums gal. ....	.75 @	
Foots, prime, green, barrels .....	.05 1/2 @	
Palm, Lagos, max. 20% F.F.A., drums .....	.04 3/4 @	
Niger, casks .....	.04 1/2 @	
Palm, kernel, tanks .....	.04 1/2 @	
Peanut, crude, barrels .....	.07 1/4 @	
Refined, barrels .....	.08 3/4 @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks .....	.07 1/2 @	
Tallow, acidless, barrels .....	.07 3/4 @	
Whale, Crude No. 1, Coast, tanks....	.04 @	
Refined, barrels .....	.06 1/2 @	.07 3/4

### Glycerine

Chemically pure, drums extra .....	.10 1/4 @	.11 3/4
Dynamite, drums included .....	.08 3/4 @	.09
Saponification, drums .....	.05 @	.05 1/2
Soap, lye .....	.04 1/2 @	.04 3/4

### Rosin

Barrels of 280 pounds

B .....	\$5.50	K .....	\$5.50
D .....	5.50	M .....	5.50
E .....	5.50	N .....	5.65
F .....	5.50	W.G. ....	5.70
G .....	5.50	W.W. ....	5.85
H .....	5.50	X .....	5.90
I .....	5.50	Wood .....	4.93

### Chemicals

Acid, muriatic, 18°, 100 pounds.....	\$1.00 @	\$1.60
Sulphuric, 60°, ton .....	11.00 @	
66°, ton .....	15.00 @	
Borax, crystals, carlots, ton .....	42.00 @	71.00
Cyclohexanol (Hexalin) .....	.30 @	
Naphtha, cleaners, tank cars .....	.05 @	.05 1/2
Potassium, carbonate, 80@85% .....	.05 3/4 @	
Hydroxide (Caustic potash) 88@ .....		
92% .....	.07 1/4 @	
Salt, works, ton .....	11.50 @	14.00
Sodium carbonate (Soda ash) 58% .....		
light, 100 pounds .....	1.15 @	2.09
Hydroxide (Caustic Soda) 76% .....		
solid, 100 pounds .....	2.50 @	3.59
Silicate 40°, drums, works, 100 pounds .....	.75 @	
Sulphate, anhydrous .....	.01 3/4 @	.02 1/4
Phosphate, tri-basic .....	.03 @	.03 1/4
Zinc oxide .....	.05 3/4 @	



